The COIN MACHINE REVIEW

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October, 1947

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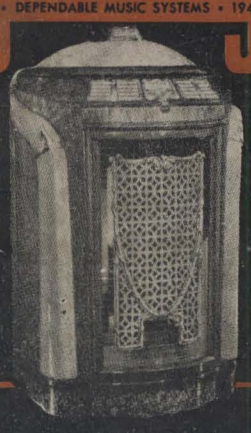
Seeburg
1902 • DEPENDABLE MUSIC SYSTEMS • 1947



Install Scientific Sound Distribution: Remote Control!

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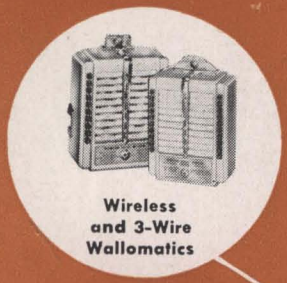
Jean and Dolores Say-

"It is a recognized fact among operators that SEEBURG'S COMPLETE MUSIC SYSTEMS provide the finest Music to locations in America.

See Us Today for Greater Profits."



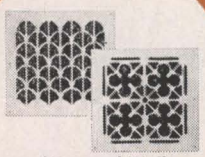
Wireless and 3-Wire Wallomatics

Pre-amplifier and Public Address System

Mirror and Tear Drop Speakers

Dual Remote Volume Control

Auxiliary Remote Control Amplifier



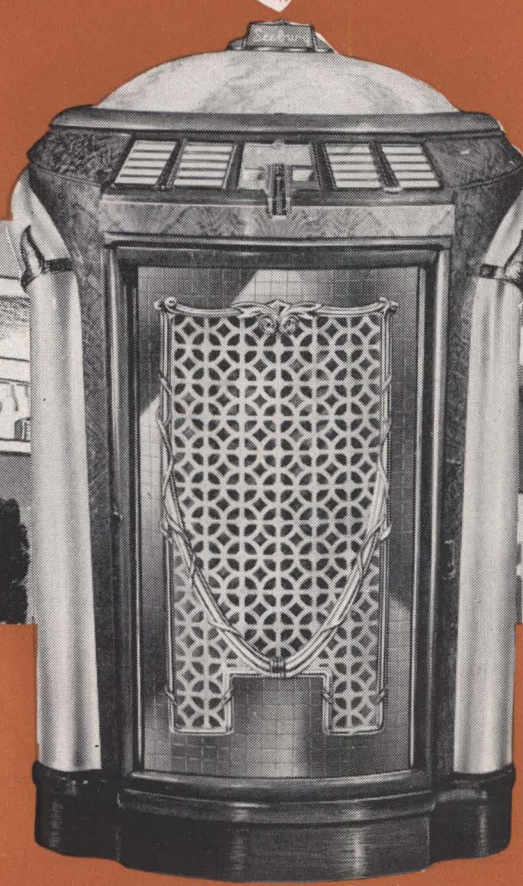
Recessed Wall and Ceiling Speakers

music systems tailored to your location . . .

No location is too small—none too large for the effective use of "tailored" sound. This modern Seeburg advancement in Music Systems provides music that reaches the ears of everyone at just the right level for listening enjoyment. More than that, with Wallomatics it provides multiple sales points to make music selection easy.

The Seeburg Symphonola was engineered for Scientific Sound Distribution—separate amplifiers control the speaker in the Symphonola and remote speakers, permitting absolute control of sound throughout the location—no blare near the phonograph—no fade-away in far corners. Above all, no adapters or converters are necessary.

For the maximum satisfaction in Music Systems, stay ahead with Seeburg. See your Seeburg Distributor for full information.



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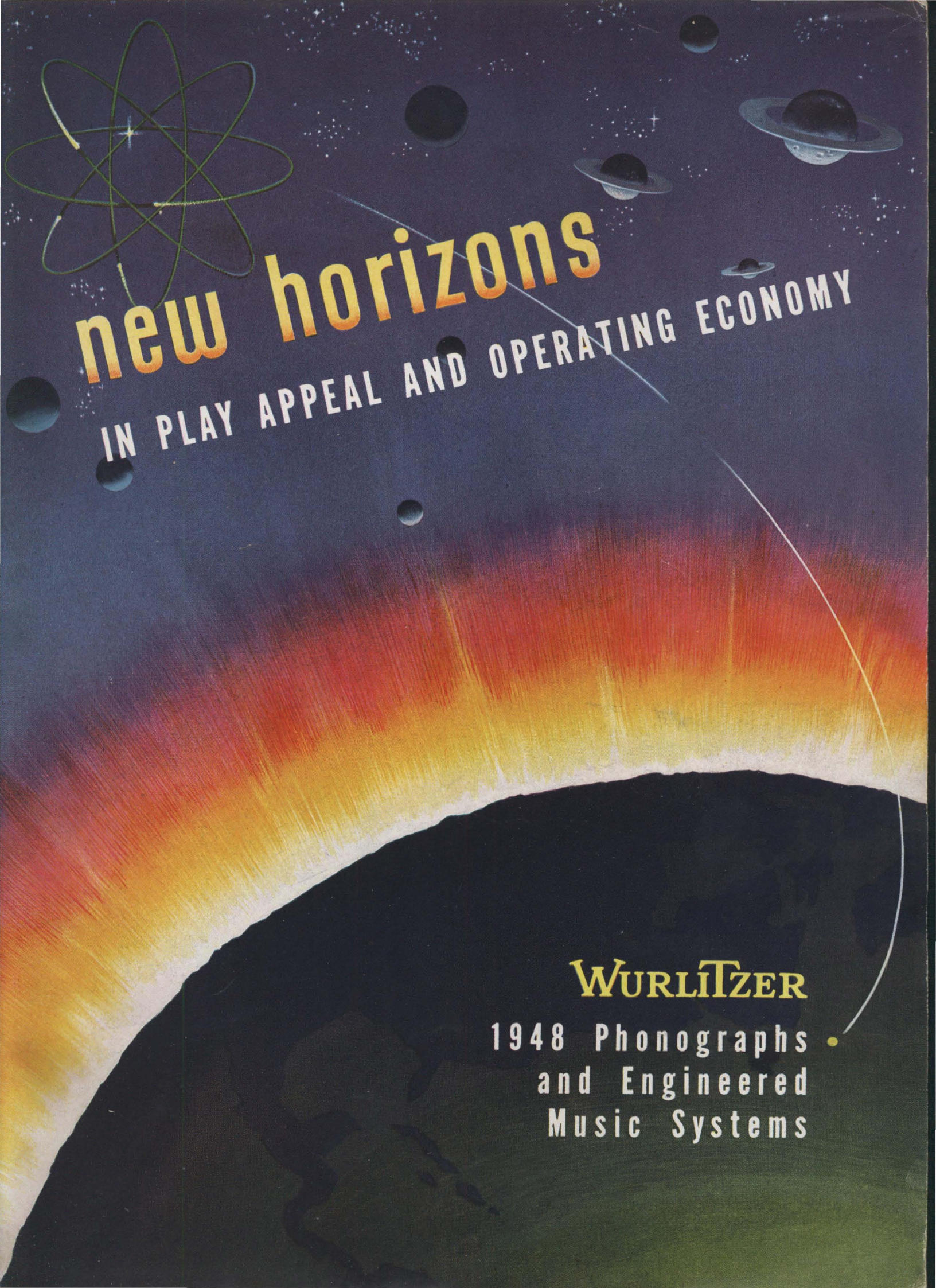
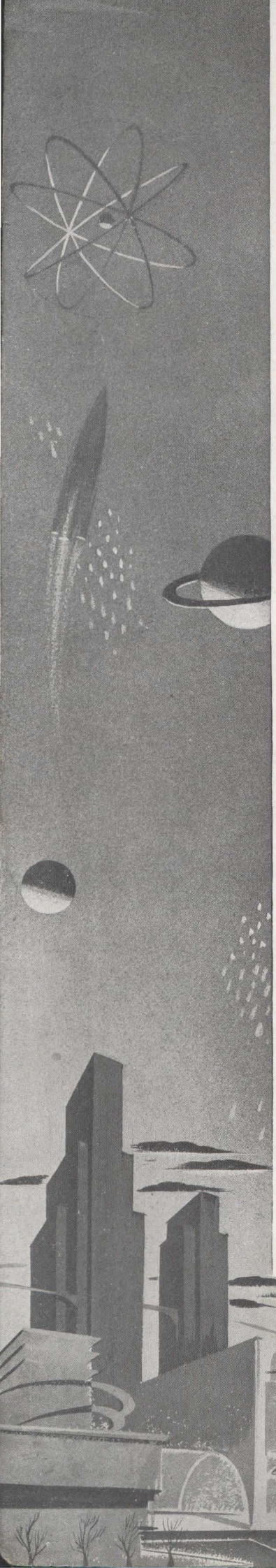

new horizons
IN PLAY APPEAL AND OPERATING ECONOMY
WURLITZER
1948 Phonographs
and Engineered
Music Systems



THE WURLITZER MODEL 1100

never before a phonograph so alive with money-making and money-saving features ★

THE WORLD'S FIRST REAL POSTWAR PHONOGRAPH IS HERE!

It's the Wurlitzer Model 1100!

New from top to bottom, from styling to tone, from cabinet construction to program selection, it opens wide new horizons in play-appeal and operating economy.

Look at it! Listen to it! Probe into its innards and marvel at its engineering. Your eyes, your ears and your service men will welcome its breath-taking advancements. It is far ahead of anything ever conceived in this industry. There are literally no standards by which it can be compared.

It's the first commercial phonograph to incorporate the sensational Zenith Cobra Tone Arm . . . first to introduce clear non-fade plastics . . . first to offer a 24-record program with a revolving selector that speeds up selection by serving up eight numbers at a time . . . first to present aeronautical astro-dome plastics in a record changer compartment window . . . first to inaugurate a whole host of service features that make it possible to remove parts for service up to 100 times faster than ever before.

Here, in the Wurlitzer Model 1100, is a phonograph that will plumb new lows in operating cost . . . that will hit new highs in earning power . . . that will offer more *Musical Fun for Everyone* than any commercial phonograph in history.

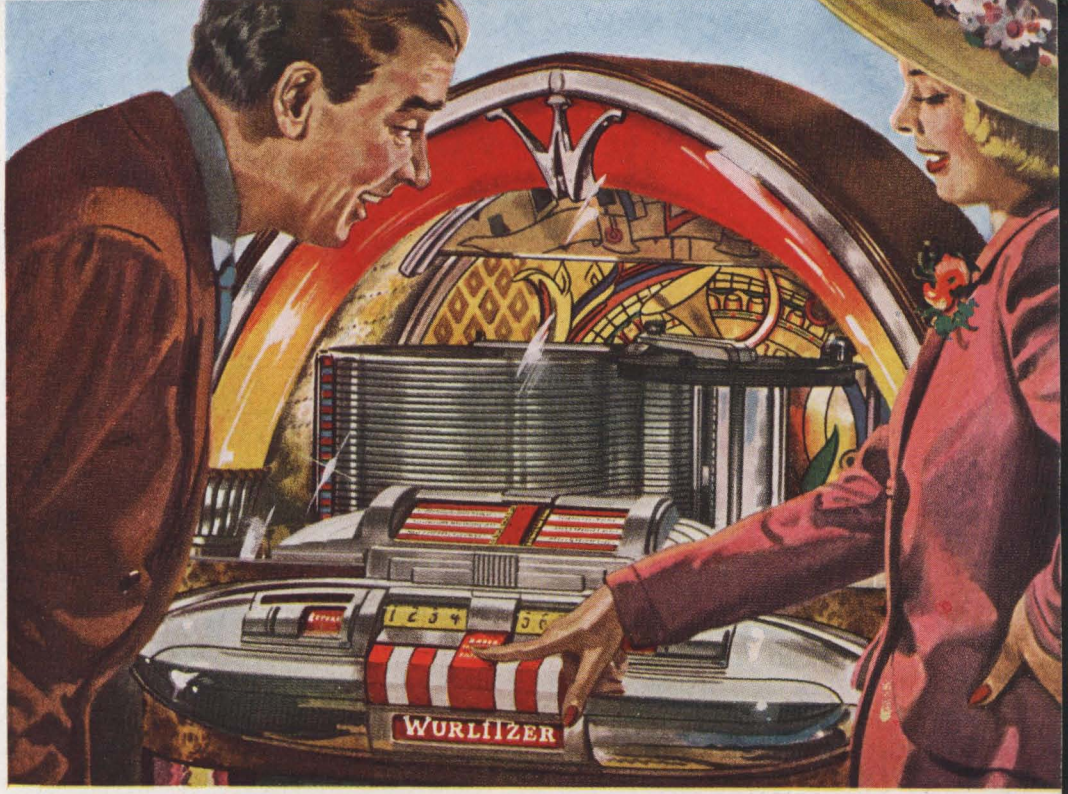
For Specifications see back page.

Model 1100

★ITS GREAT SKY-TOP TURRET

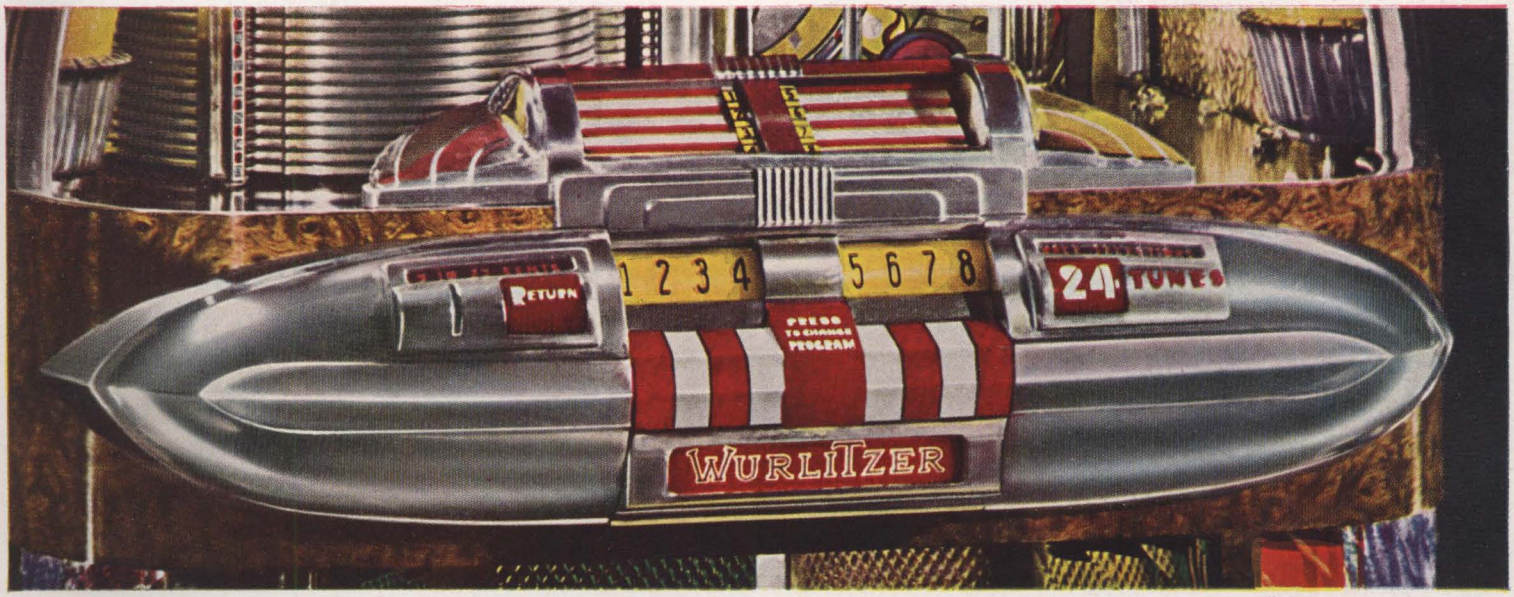
makes it a "sidewalk superintendent's" dream

WINDOW



The greatest eye-appeal of all time! Gorgeous moving, changing illumination through crystal-clear embossed door plastics — an innovation in the industry. No paints to fade. No loss of brilliance even in bright daylight. You actually see the color cylinder through a series of rectangular lenses with the most startling, pleasing, play-promoting color effects on any phonograph.

And, to top it off, Wurlitzer's panoramic SKY-TOP Record Changer Window. Larger than ever, stronger than ever, built like a bomber nose, it's a "sidewalk superintendent's" dream. Gives everyone a ringside seat as the record changer mechanism works its magic in a dramatic, theatrical setting right before their very eyes.



Its Fascinating New *Encore* Program Selector Keeps People Playing Again and Again

Another exciting example of Wurlitzer leadership! The new Encore Program Selector. A master stroke in multiplying play-appeal by making record selection faster, easier, more fun.

Divides 24 records into three programs of eight records each. Player makes selection from eight numbers showing on program holder. By pressing the Master Key, the program holder revolves and another selection of eight different numbers comes into view. New numbers appear above the selector buttons corresponding to the new set of eight tunes, and the color behind these numbers also changes to match the colored program numbers opposite the program slips.

Action, motion, illumination combine in the Encore Program Selector, encouraging people to play the phonograph again and again. More and more profits for you!

Its scintillating tone brilliance is enhanced by the

ZENITH

COBRA TONE ARM

Wurlitzer sets another precedent. Enhances its long held leadership in tone by being the first commercial phonograph manufacturer to adopt the famous Zenith Cobra Tone Arm.

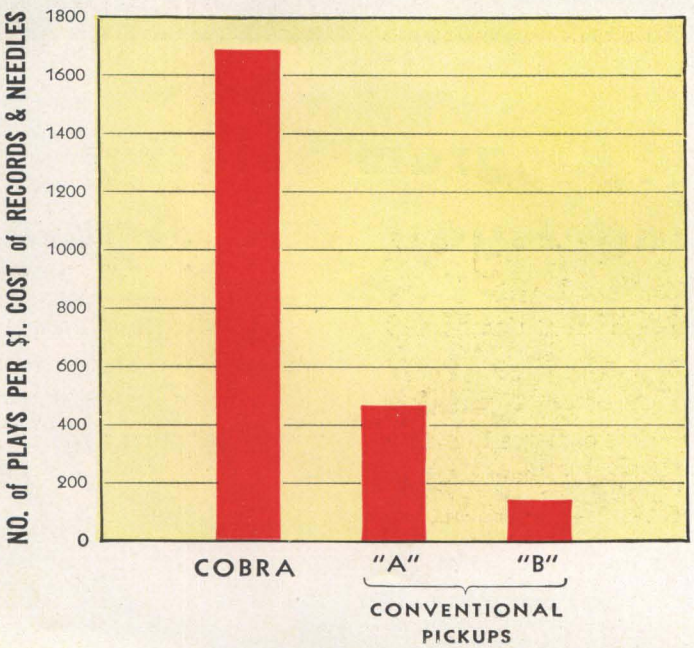
Less than 2/3 ounce pressure at the "floating filament" stylus point. Extremely low record surface noise. Picks up the finest modulations to reproduce tones never before heard on a record.

The "floating filament" is housed in a retractable cartridge. Therefore, the pickup will stand amazing abuse. Your service man can accidentally drop the pickup on the record, or scrape it clear across the surface. No damage to record or stylus. Any pressure on the tone arm rocks the cartridge upwards . . . raises the "floating filament" point off the record . . . leaves only a smooth plastic shoulder in contact that will not harm a record.

You can move the phonograph, jolt it, run it on springy floors without injury to record or the "floating filament" stylus.

Sensational savings in record wear

The public plays the average popular numbers on your phonograph from 1500 to 2500 times. With conventional pickups the fidelity of those records starts to fall off at from 50 to 300 plays and, from that point, falls off FAST. You have to replace that record 3 or 4 times during the life of that tune.



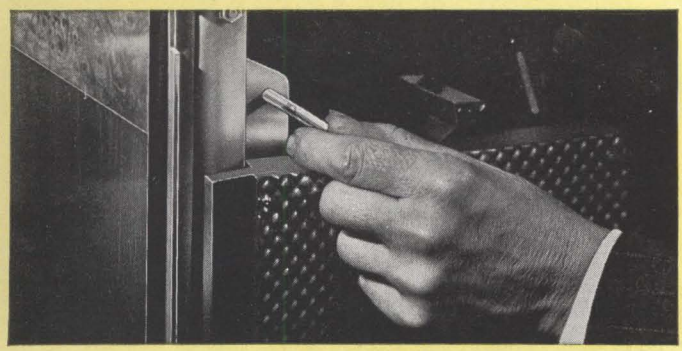
Not so with the Zenith Cobra Tone Arm! ONE RECORD will play the ENTIRE run. That record will have 95% fidelity after 2000 plays — will STILL be suitable for secondary spots or for resale.

There's a further economy feature, too. Conventional pickups give you from 190 to 420 plays per dollar spent for needles and records. Zenith's Cobra Tone Arm gives you 1620 plays for the same dollar.

Needles and record costs represent one of the major factors in your operating expense. Now you can conservatively figure a 50 to 75% reduction in those costs, a saving that can represent hundreds of dollars in extra profits on every Wurlitzer Model 1100 Phonograph.

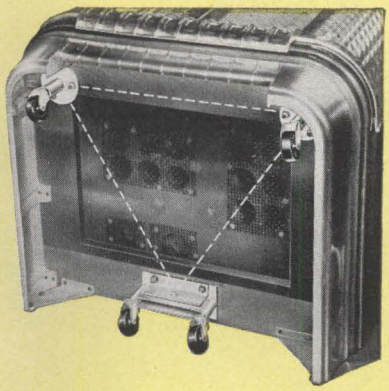
Furthermore, the tone of your new Wurlitzer will always be the type that attracts more and more play — that produces more and more profits for YOU.

EVERYWHERE YOU LOOK ...MORE CONVENIENCE AND CONSTRUCTION FEATURES



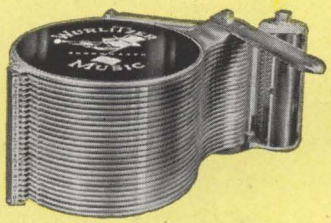
Back door opens from latch in front: Flick a latch just inside the front door. PRESTO! The back door swings open! No reaching through chassis. Cleaner, quicker, far more convenient way of getting at the rear of the chassis.

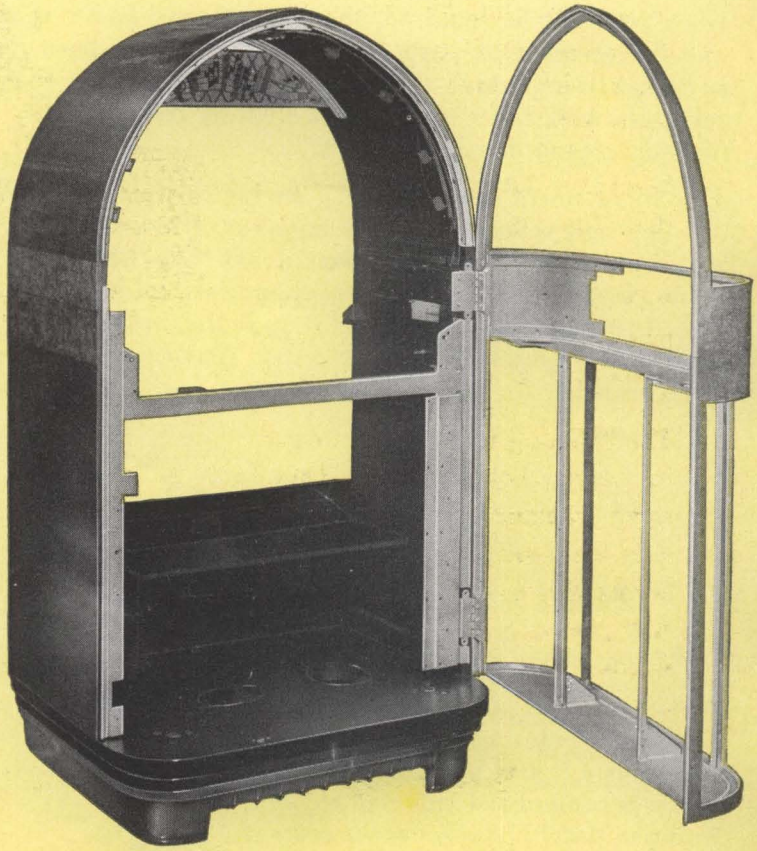
3-point suspension for accurate permanent leveling:



A caster under each front corner. A double caster centered in the rear. A 3-point adjustable suspension that accurately and permanently compensates for uneven floors — prevents sag, saves service.

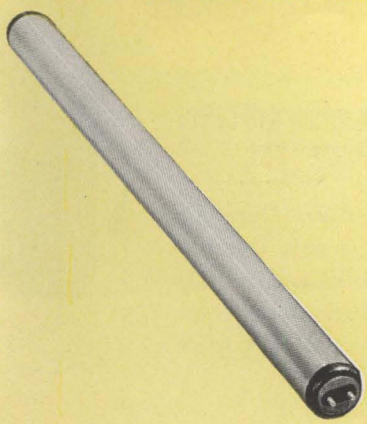
Colorful Musical Note dust cover protects tray stack: A dust cover and an eye-catching ad for Wurlitzer Music combined! Wurlitzer's *Sign of the Musical Note* in full color right where it will be seen by everyone who looks into the record changer compartment.





Entire cabinet and door are metal framed for extra ruggedness: Skyscraper construction! Cabinet is metal framed. Door is metal framed. Door is hinged into metal. No warping. No sagging. The Wurlitzer Model 1100 will retain its beauty for years and years to come.

Greater illumination than ever at lowest wattage on record:



You never saw a phonograph so gorgeously illuminated, so packed with eye-appeal, yet, thanks to the clarity of Wurlitzer plastics and the reflective power of the aluminum grille, it's accomplished with a total consumption of only 155 watts.

Jam-proof 3-in-1 coin entry:

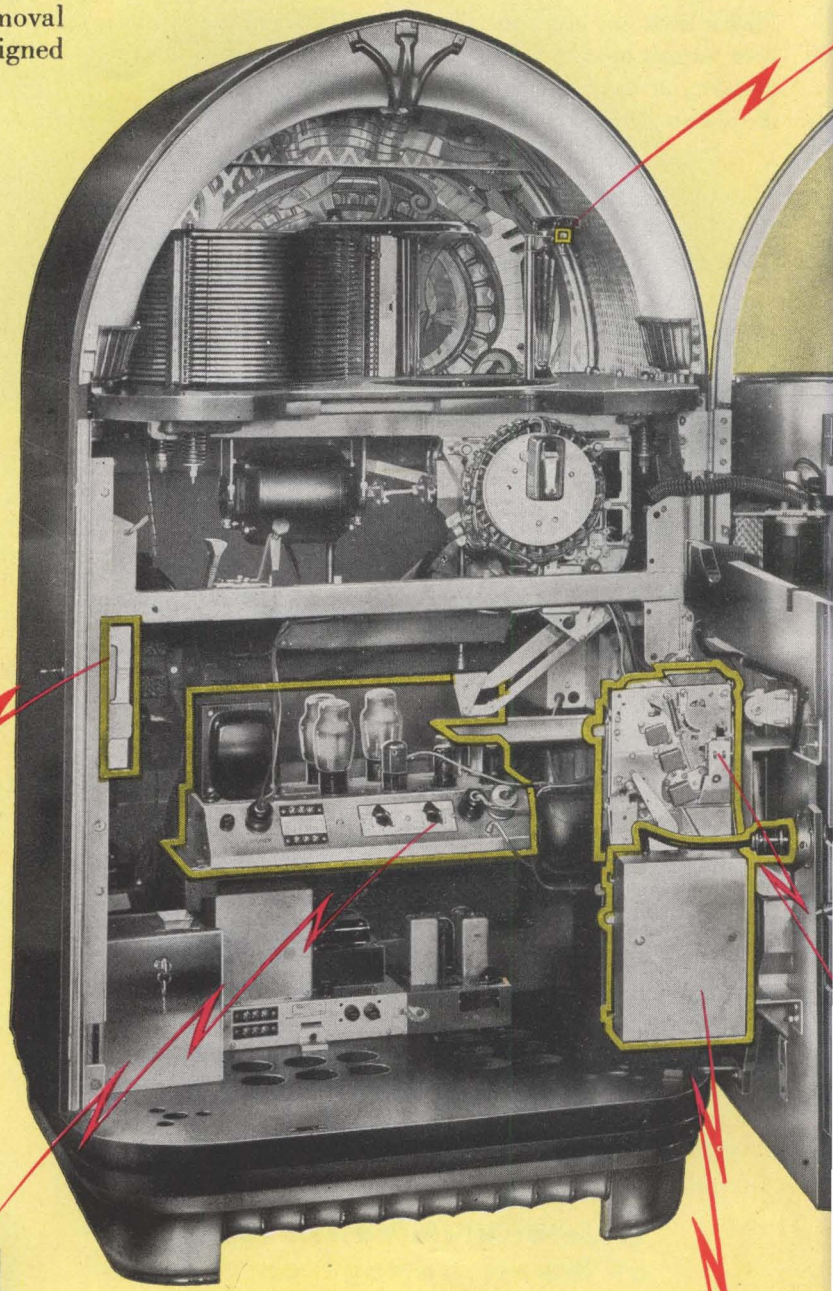
Single 5, 10, 25c coin entry and coin track eliminates any possibility of coins jamming — saves coin mechanism service. 3 in 1 Magnetic Slug Rejector. Positive automatic coin return for off-power conditions.

WURLITZER SCORES AGAIN! SAVE TIME—MONEY with

In the new Wurlitzer 1100 all mechanical and electrical parts have been so improved and refined that this great phonograph will require *still less servicing* than any of its predecessors.

With the introduction of the "Quick-As-A-Flash" replacement units, Wurlitzer scores another great "first." Realizing that when servicing is required, the biggest time factor is removal and replacement of parts, the Model 1100 has been designed so that all important parts can be removed and replaced with little more effort than is required to insert a plug in a light socket.

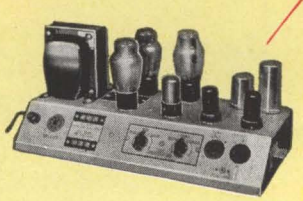
The direct result is an amazing saving in time — one that will reflect itself in a substantial increase in profits from every Wurlitzer 1100. No bolts — no screws — no soldered connections to fuss with. Just snap out one unit and snap in the replacement and "Quick-As-A-Flash" the Wurlitzer is again working for you.



Remove Junction Box
100 TIMES FASTER

Twelve years ago Wurlitzer originated the idea of terminating all electrical connections in a central Junction Box. That feature is retained and improved on the Wurlitzer Model 1100. Today the entire Junction Box lifts out by releasing one latch. 100 times faster than current conventional methods.

Remove and Expose Amplifier
OVER 100 TIMES FASTER



The Wurlitzer Model 1100 Amplifier is equipped with fader and matching transformers for connecting auxiliary speakers. No additional kits are required. Tube complement increases range and output of amplifier, as well as frequency range of the music. This Amplifier is part of the Wurlitzer Engineered Music System built right into the phonograph — is so designed that you can remove and expose it for service over 100 times faster than you can ordinary amplifiers.

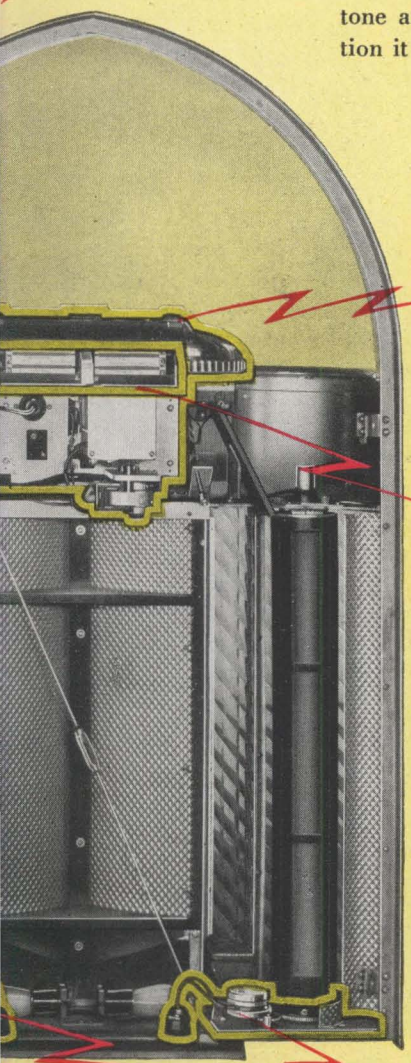
Remove and Replace Coin Mechanism and Cover
NEARLY 3 TIMES FASTER

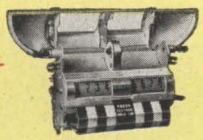
Mounted on inside of speaker door. Open the door — the mechanism is right in your face and operating where it can be easily and quickly removed. You can remove mechanism and cover nearly 3 times faster and replace it over twice as fast as in the past.

WURLITZER *Quick-as-a-Flash* REPLACEMENT UNITS

Replace Cobra Cartridge Nearly
TWICE AS FAST

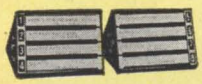
You can replace a Cobra cartridge nearly twice as fast as you can replace a needle used with conventional pickups. And, when you replace a Cobra cartridge, you instantaneously bring the tone arm and the pickup to the state of perfection it had when it left the factory.





Remove Encore Selector
OVER 3 TIMES FASTER

Another time-saver where time is money. To remove the Electric Selector on the Model 1100, you pull a plug, loosen two latches and it's out. Over 3 times faster than the time it used to take.



Remove Program Holder, Change Slips and Replace Holder
NEARLY TWICE AS FAST

Rotating Program Holder lifts out of record changer compartment. Small, compact, you can remove old numbers, substitute either new individual slips or 4-number multigraphed cards and replace Holder nearly twice as fast as on any other phonograph.

Remove and Adjust Moving Light Motors
OVER 6 TIMES FASTER

Moving Light Motors lift out as an assembly by the simple removal of 2 screws. You may remove them and adjust them over 6 times faster than in the past.

Remove Slug Rejector
5½ TIMES FASTER

Slug Rejector is mounted on inside of speaker door. To remove it you simply open the door, lift out the unit. Actually 5½ times faster than former methods.

On Top of . . .
Unprecedented Earning Power
THE WURLITZER "1100" CAN SAVE UP TO ⅓ OF ITS ORIGINAL COST IN FOUR YEARS OF OPERATION!

- Never before was a commercial phonograph so packed with earning power — so economical to operate. With its famous ZENITH COBRA TONE ARM and QUICK-AS-A-FLASH replacement units, the "1100" will show such tremendous savings in record cost and service, that during the first four years of use it can reduce your original investment as much as 1/3.

THE NEW WURLITZER COLONIAL MODEL 1080A

featuring the ZENITH Cobra Tone Arm

The rousing reception accorded this beautiful and authentic Colonial Model by Music Merchants and Location Owners alike has prompted Wurlitzer to continue it in the line for 1948.

Now known as the Model 1080A, it incorporates Model 1100 sound system and the Zenith Cobra Tone Arm!

Already recognized for its brilliant tone, music by this graceful period instrument becomes even finer than before. No needle noise. No damage to records even if you drop the Cobra Tone Arm on them, or scrape it across the record surface. No damage to the floating pickup either. It's retractable. Any extra pressure forces the needle up off the record, leaving only a smooth plastic shoulder resting on the record.

See and hear the new Colonial Model 1080A. Instantly you'll see its possibilities as a location-holding, profit-producing phonograph.

SPECIFICATIONS

DIMENSIONS: *58⅝" high x 33⅜" wide x 25" deep*
WEIGHT: *343 Lbs., Crated 400 Lbs.*
COIN EQUIPMENT: *Single Coin Entry—5-10-25c—Three-In-One Magnetic Slug Rejector.*
RECORD CHANGER: *Floating Chassis — 24 Records—Electric Selector—Instant Set Back Play Meter —Zenith Cobra Tone Arm.*
SOUND SYSTEM: *Amplifier Model 506. Tube Complement: 1—6SN7GT, 2—6L6G, 1—5U4G, 1—6SJ7, 1—6J5, Pre-amplifier with 1—6SN7GT. Equipped with four position fader switch and multi-matching speaker terminals. SPEAKER: 15" Electrodynamic, key type volume control and dual tone control.*
WATTAGE: *Lighting 120. Complete Phonograph 400.*

NEW WURLITZER CONCEALED MODEL 1017A

Opens the door to locations where it is essential to save space — features the Zenith Cobra Tone Arm

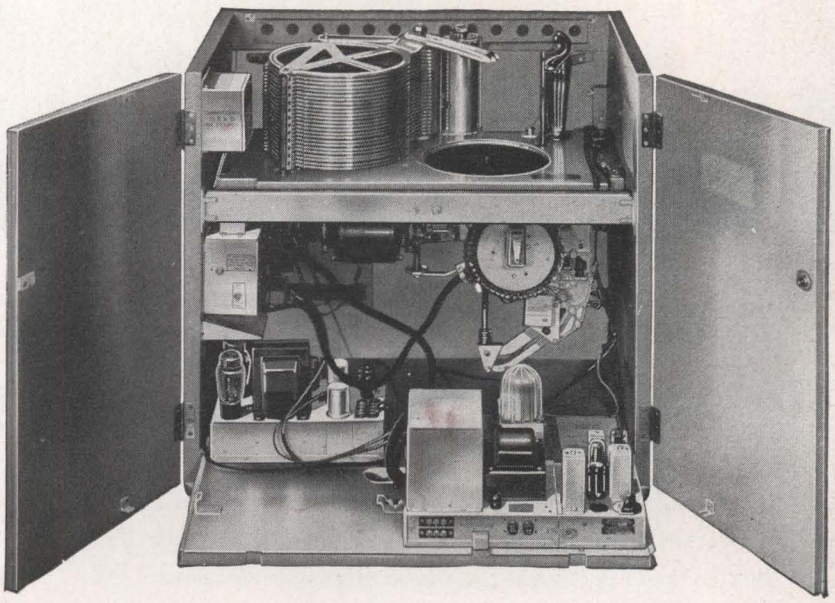
CONTINUED in Wurlitzer's 1948 line as the 1017A, this compact, efficient unit can be placed in basements, store rooms, under counters, bars or other out-of-the-way spots.

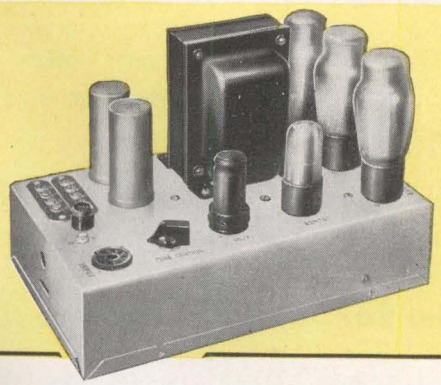
It features the Zenith Cobra Tone Arm. It will provide the basis of a Wurlitzer Engineered Music System, rendering brilliance and clarity of tone never before approached.

Front and top doors open wide for easy service accessibility. A small monitor speaker is included for the convenience of the service man.

Here, as with all 1948 Wurlitzer Phonographs, record and needle economy, provided by the Zenith Cobra Tone Arm, will go a long way toward paying for this hidden unit.

For Specifications see back page.





SPECIFICATIONS

DIMENSIONS: *7⅝" high x 7¼" wide x 11-13/16" deep.*
WEIGHT: *15⅛ lbs. (not packed); about 15¾ lbs. packed.*
SOUND SYSTEM: *1—6SN7GT, 2—6L6G, 1—5U4G, 1—6SJ7. Tube complement.*
WATTAGE: *100 watts at 115 line.*

NEW WURLITZER AUXILIARY AMPLIFIER MODEL 227

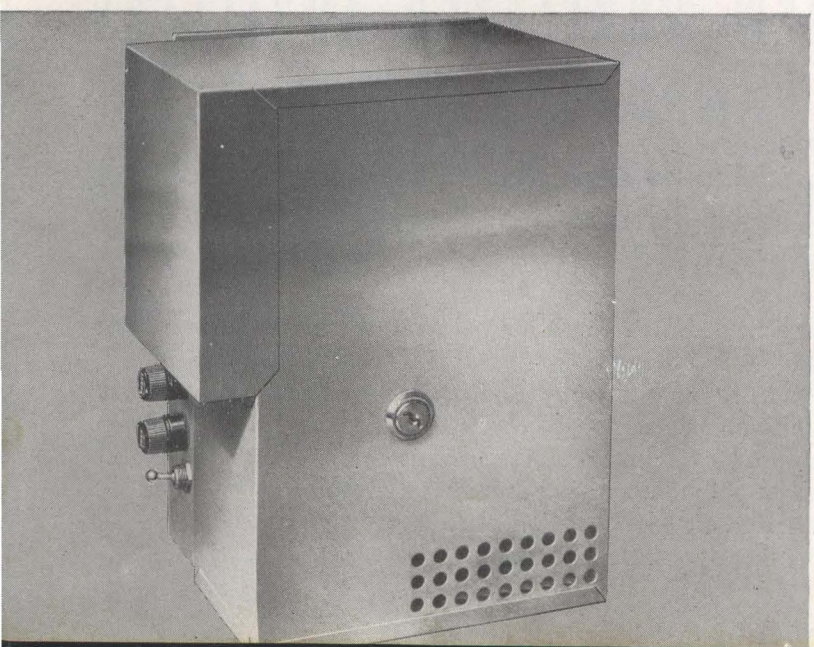
for use where location size precludes proper music coverage by standard phonograph

May be used in combination with Wurlitzer Phonograph Models 1100, 1080A and 1017A where location size is too great for phonograph to give proper volume coverage. Eliminates excessive power drain on phonograph amplifier imposed by a large number of speakers. Is equipped with Model 29 Independent Compensated Volume Control. To add Remote Volume Control, simply remove key controls and install in remote station.

MODEL 2140 BAR BOX IS ONLY 7 5/8" WIDE, 7 3/8" DEEP, 5 3/8" HIGH ABOVE BAR. HAS WURLITZER *Encore* PROGRAM SELECTOR

The smallest selective bar box ever built! An exciting, eye-arresting answer to the demand for a 5 and 10c Bar Box compact enough to be out of the bartender's way, yet attractive enough to stimulate a substantial volume of extra phonograph play at the bar. Extra large cash box. Can be converted to 10 and 25c play by use of kit.

Model 2140 Bar Box features a nickel-plated, streamlined case, colorful red plastic selector buttons, illuminated program holder, and its own version of Wurlitzer's Encore Program Selector. It rotates 24 popular record titles into view in 6 easy-to-see programs of 4 great tunes each.



Model 2140 Bar Box does not extend below bar in back — attaches with simple, inexpensive mounting bracket.

Put a battery of them on every bar in every location on your route. They pay a handsome return in coins you might otherwise never collect.

MODEL 212 MASTER UNIT

Mounts Under Bar — Handles 6 Bar Boxes

Is required for installation of Model 2140 Bar Box. Will handle 6 bar boxes.

Model 212 Master Unit mounts under bar. Will operate in any position. Is bug- and dirt-proof. Wireless to the phonograph, it features Wurlitzer's Crystal-Controlled Transmitter — first and only transmitter of its kind in the commercial phonograph business.

MODEL 3020 5-10-25c WALL BOX

Retained in Wurlitzer's 1948 line because of its tremendous popularity with Music Merchants. Features highly polished metal case that always looks new. Picks up and reflects surrounding colors for added eye-appeal.

Red Tenite Push Buttons. Illuminated Program Holder. Easily serviced bug and dust-proof mechanism.

Crystal control eliminates frequency drift when used on a wireless installation.

Shipped as 3 wire unit, but can be converted to 2 wire by addition of line cord, or to wireless system by addition of Model 215 plug-in wireless transmitter and line cord. Wireless system requires installation of Model 216 plug-in radio impulse receiver in phonograph.

SPECIFICATIONS

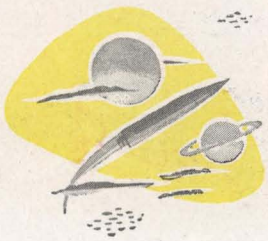
SIZE: *8⅞" wide, 11¾" high, 5 11/16" deep.*

MATERIALS: *All metal case. Working parts accessible and removable as a unit.*

COIN EQUIPMENT: *Single 5c, 10c, 25c Coin Entry. Magnetic selector convertible to 1 play for 10 cents — 3 plays for 25c with special kit.*

MODEL 3025 5c WALL BOX

For 3 wire installation only. Similar in appearance to Model 3020 except for hammered metal finish painted grey-green. Held in Wurlitzer's 1948 line, like the Model 3020, because of its magnificent record of service-free performance on location.



MODEL 3031 multi-wire WALL BOX

Another great Wall Box held over for 1948 because of its profit-producing record. One of the smallest, simplest units ever built. Features cheat-proof, dial-type selector, highly polished metal case.

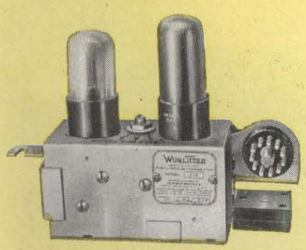
SPECIFICATIONS

SIZE: *7½" wide, 9" high, 4⅜" deep.*

MATERIAL: *All metal case.*

COIN EQUIPMENT: *Magnetic coin selector. Single 5c coin entry convertible to 10c with special kit.*

MISCELLANEOUS: *Requires installation of Model 218 terminal box. Uses multi-wire connecting cable. Model 223 Booster Transformer must be used for each additional 10 wall boxes.*



MODEL 215 TRANSMITTER

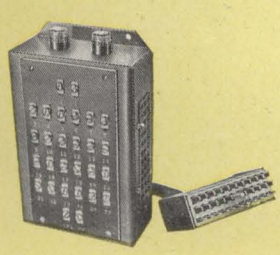
Required for use with Model 3020 Wall Box. Wireless Installation. Tube Complement: 1—6V6GT, 1—6X5GT.

MODEL 216 RECEIVER

Required for use with Model 2140 Bar Box and Model 3020 Wall Box.

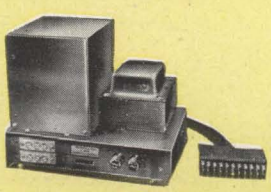
SPECIFICATIONS

6" High — 5¼" Deep — 6½" Wide.
Packed weight: 4½ Lbs.
Tube Complement: 1—6SN7, 1—6SQ7, 1—6SK7, 1—5Y3GT/G.



MODEL 218 TERMINAL BOX

Required for use with Model 3031 Wall Box.



MODEL 219 STEPPER

Required for use with Model 2140 Bar Box and Models 3020, 3025 and 3045 Wall Boxes.

WURLITZER

ENGINEERED MUSIC SYSTEMS

From the equipment pictured and described on these pages it is possible for any Wurlitzer Music Merchant to install a complete Music System in any location regardless of size, shape or acoustical properties. Wurlitzer 1948 Phonographs are basically designed to handle auxiliary equipment. All speakers are basically designed for tone, and then styled. Matching transformers match the voice coil to a high impedance line. The results are less line loss, better tone; music at a pleasing sound level at any point in any location. In the final analysis, a Wurlitzer Engineered Music System means music with greater appeal to the public — producing greater profits for YOU!

Model 4006-A Round Mirror Speaker

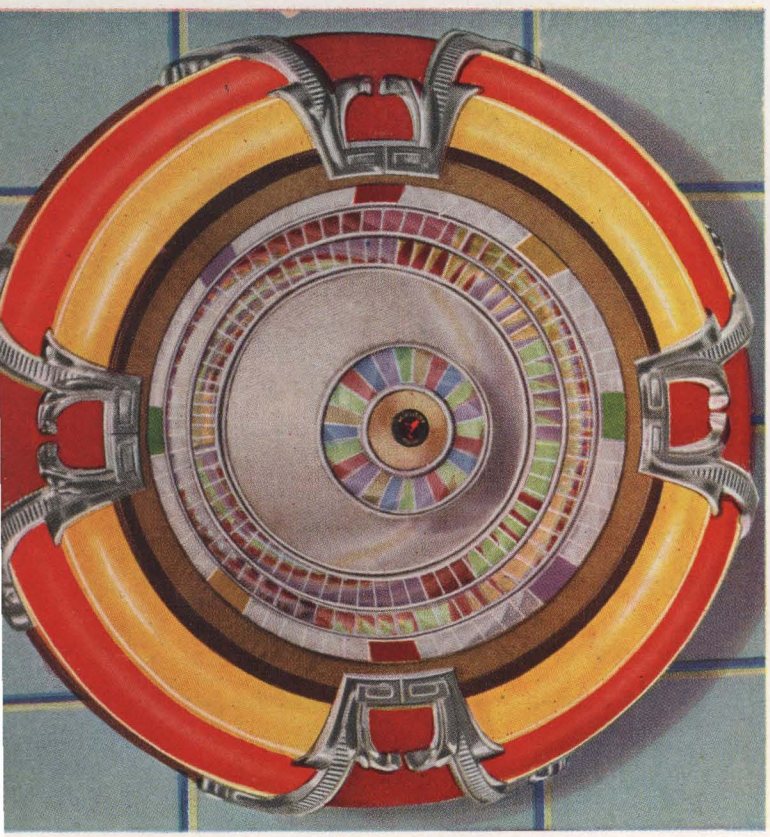
MODEL 4006-A Sparkling, scored mirror face reflects light and color. Bright, easily read lettering advertises "Wurlitzer Music." Permanent magnet speaker and exclusive Wurlitzer "SonoCircle" Tone Chamber assure perfect music reproduction.

SIZE: *19" diameter, 8" depth.*

MATERIALS: *Walnut veneer cabinet with deluxe mirrored front. Styled "W" on grille cloth over speaker.*

SPEAKER: *8" permanent magnet. 3½ Ohm voice coil.*

MISCELLANEOUS: *Wall mounting provisions. Terminal strip on back provides for connecting voice coil directly to phonograph or through a 500 Ohm matching transformer.*



Model 4008 Super DeLuxe Wall or Ceiling Speaker

MODEL 4008 First 15" Auxiliary Speaker ever offered. Real phonograph tone and output. Strikingly different design combines curly maple veneer, translucent molded plastics, polished metal trim and multi-faceted mirror glass. Fully illuminated, including a positive motor-driven revolving, jewel-like center section that presents an ever-changing array of brilliant colors.

Wurlitzer's new "SonoCircle" Tone Chamber assures musical reproduction never before attained by an auxiliary unit. Perfect for use with concealed phonograph installations. Can be used in conjunction with smaller speakers.

SIZE: *32⅛" diameter, 16 7/16" depth.*

MATERIALS: *Wood base, reinforced and decorated with highly polished castings.*

SPEAKER: *15" heavy-duty permanent magnet and 8 Ohm voice coil.*

MISCELLANEOUS: *Contains wall or ceiling mounting brackets. Terminal strip on back permits connecting voice coil directly to phonograph or through a 500 Ohm matching transformer. 15' light cord with A.C. plug.*

MODEL 4004-A This attractive wall speaker is finished in black, red and gold. Simulates a phonograph record in motion. Features the *Sign of the Musical Note* face, illuminated from behind.

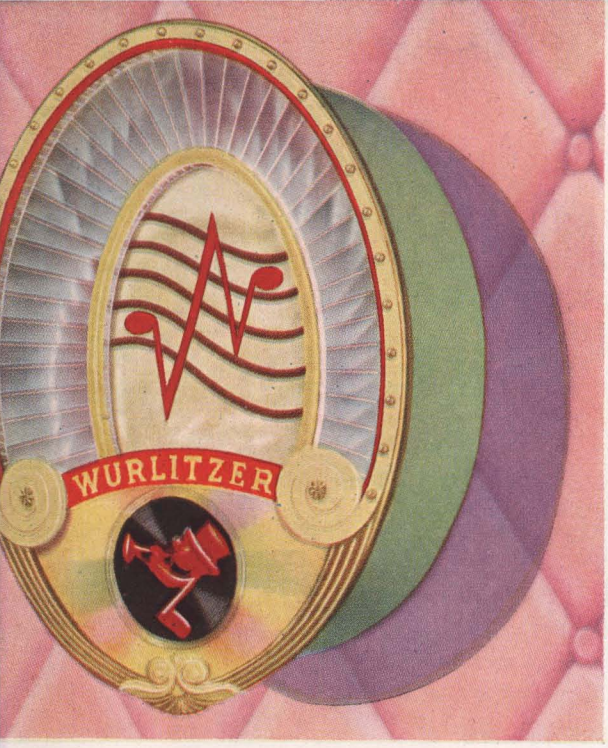
SIZE: *16½" diameter, 7¾" deep.*

MATERIALS: *All-wood cabinet with yellow metal disc and colorful Musical Note front.*

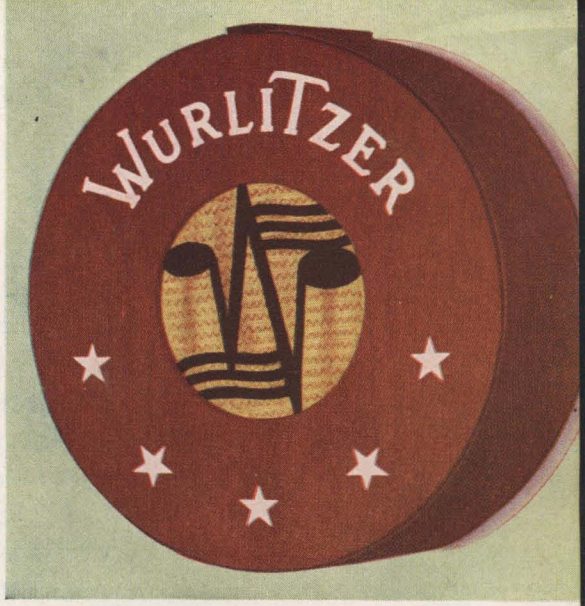
SPEAKER: *8" permanent magnet, dust-proof with volume control 3½ Ohm voice coil.*

MISCELLANEOUS: *Wall mounting provisions. Terminal strip on back provides for connecting voice coil directly to phonograph or through a 500 Ohm matching transformer.*

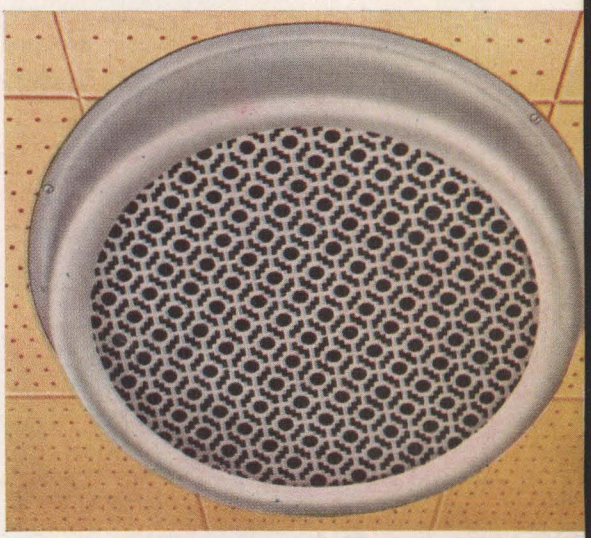
Model 4004-A Musical Note Speaker



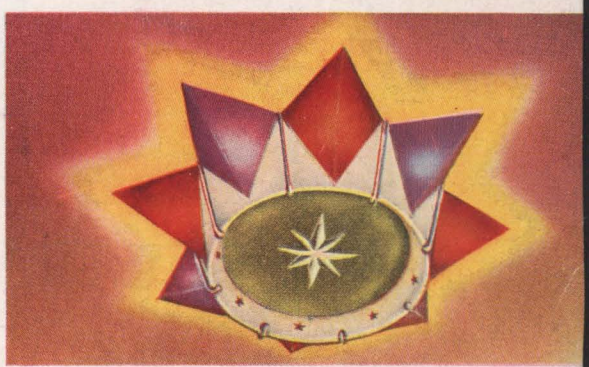
Model 4007 Oval Deluxe Speaker



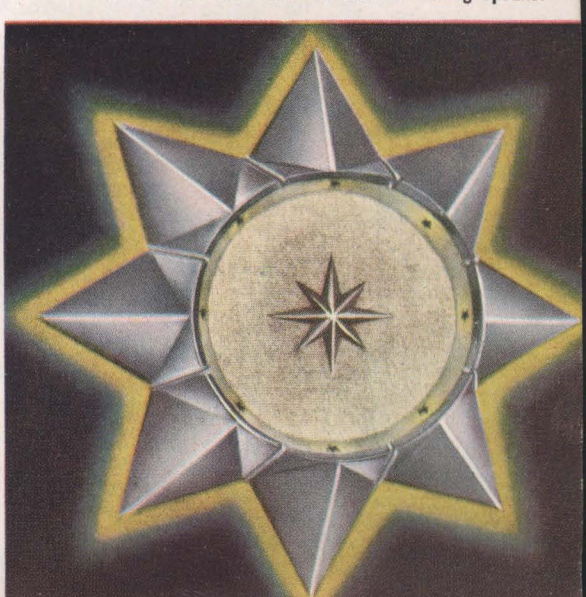
Model 4005-A Round Walnut Speaker



Model 4009 Recessed Wall or Ceiling Speaker



Model 4002 Multi-Colored Wall or Ceiling Speaker



Model 4000 Silver Star Wall or Ceiling Speaker

MODEL 4007 Unique oval design featuring ever-changing colors that play on the sparkling silver grille cloth and mirrored rim. Novel 3-dimensional replica of Wurlitzer's *Sign of the Musical Note.* Combination of heavy duty 12" Speaker and "SonoCircle" Tone Chamber gives increased output, tonal fidelity and frequency response.

SIZE: *30½" high, 22¾" wide, 11⅝" deep.*
MATERIALS: *Wood frame, Silver grille cloth with red W. Mirror front with revolving colored light cylinder behind Musical Note.*
SPEAKER: *12" heavy duty permanent magnet with 8 Ohm voice coil.*
MISCELLANEOUS: *Contains wall mounting provisions. Terminal strip on back permits connecting voice coil directly to phonograph or through a 500 Ohm matching transformer. 15' light cord with A.C. plug.*

MODEL 4005-A An inexpensive yet attractive genuine walnut veneer wall speaker that harmonizes with any location and reproduces phonograph music with amazing fidelity, thanks to Wurlitzer's exclusive new "SonoCircle" Tone Chamber.

SIZE: *16½" diameter, 6" deep.*
MATERIALS: *Walnut veneer drum shaped cabinet with stylized "W" on gold grille cloth.*
SPEAKER: *8" permanent magnet. 3½ Ohm voice coil.*
MISCELLANEOUS: *Wall mounting provisions. Terminal strip on back for connecting voice coil directly to phonograph or through a 500 Ohm matching transformer.*

MODEL 4009 New and different. Enables you to line up locations and offer them a permanent sound system before construction starts — or easily and conveniently installed in any wall or ceiling. Simple, inexpensive, amazingly high output speaker. Removable from mounting board for servicing.

SIZE: *14" diameter. Recesses in wall 2½".*
MATERIALS: *Metal frame. Lace Cane Grille complete with mounting board, braces, etc. Visible flange of speaker easily mounts flush with wall or ceiling with four screws.*
SPEAKER: *12" permanent magnet with 8 Ohm voice coil.*

MODEL 4002 Similar in design to Model 4000 Speaker but constructed of vari-colored plastics. Already a tested play-stimulator in all types of locations.

Multi-colored plastic case illuminated by 60 watt bulb.
SIZE: *8¼" deep by 23¾" diameter.*
MATERIALS: *All-metal exterior.*
SPEAKER: *12" permanent magnet type.*
MISCELLANEOUS: *Includes wall or ceiling mounting.*

MODEL 4000 A handsome, all-metal speaker. Illuminated, highly polished metal frame will help sell Wurlitzer Music in any location. Stands away from the wall or ceiling to cast a pleasing pattern of light around it. Picks up and reflects surrounding colors with gorgeous effects in eye-appeal.

SIZE: *8¼" deep by 23¾" diameter.*
MATERIALS: *All-metal exterior.*
SPEAKER: *12" permanent magnet type.*
MISCELLANEOUS: *Includes wall or ceiling mounting.*

MODEL 1100 PHONOGRAPH

SPECIFICATIONS

DIMENSIONS: *57⅝" high — 30½" wide — 27¼" deep.*

WEIGHT: *355 Lbs., Crated 412 Lbs.*

COIN EQUIPMENT: *Single Coin Entry — 5-10-25c — Three-in-One Magnetic Slug Rejector. Positive Automatic Coin Return for Off-power conditions.*

RECORD CHANGER: *Floating Chassis — 24 Records — Electric Selector — Instant Set Back Play Meter — Zenith Cobra Tone Arm.*

SOUND SYSTEM: AMPLIFIER — *Model 506. Tube Complement 1—6SN7GT, 2—6L6G, 1—5U4G, 1—6SJ7, 1—6J5. Pre-amplifier with 1—6SN7GT. Equipped with four-position fader switch and multi-matching speaker terminals.* SPEAKER — *15" Electrodynamic. Key-type volume control and dual tone control.*

WATTAGE: *Lighting 155 — Complete Phonograph 400.*

WURLITZER
PHONOGRAPH
MUSIC

MODEL 1017-A CONCEALED UNIT

SPECIFICATIONS

DIMENSIONS: *31½" high — 31½" wide — 23" deep.*

WEIGHT: *235 Lbs., Crated 274 Lbs.*

RECORD CHANGER: *Floating Chassis — 24 Records — Electric Selector — Instant Set Back Play Meter — Zenith Cobra Tone Arm.*

SOUND SYSTEM: *Amplifier — Model 227. Tube Complement, 1—6SN7GT, 2—6L6G, 1—5U4G, 1—6SJ7. Pre-amplifier with 1—6SN7GT. Model 1017-A Compensator with one type 6J5 Tube.*

INCLUDED ACCESSORIES: *Remote Control with Volume [illegible]l, Off-On Switch and Cancel Button — Model 219 Impulse Stepper — Monitor Speaker — Service Selector — Service Lights.*

WATTAGE: *330.*

THE RUDOLPH WURLITZER COMPANY, N. TONAWANDA, N. Y.

PRINTED IN U.S.A.

FACTS

PURE AND SIMPLE...POWERFUL AND PROFITABLE—AS TOLD TO US BY *PHOTOMATIC* OPERATORS AND DISTRIBUTORS

"—NICE MACHINES FOR ANY OPERATOR WHO HAS THE AMBITION TO GET AHEAD."
. . . says EDW. F. COUCH

Inclosed is a snapshot of myself and a little friend of Penn., who is visiting here. No wonder we have such a happy smile, because we operate Photomatic and Voice O Graph machines.

So many times while at location we hear people say, the best picture I have ever taken.

Nice machines for any operator who has the ambition to get ahead.

EDW. F. COUCH

MEMO

GET THE FACTS ON THE VOICE-O-GRAPH, TOO . . . AN AUTOMATIC, COIN-OPERATED RECORDING MACHINE.

PROVE IT TO YOUR SATISFACTION!

When you operate PHOTOMATICS, you are assured of a profitable, steady source of income. Here's a 100% automatic, coin-operated photographing machine that snaps, develops, prints and delivers a FRAMED, fade-proof picture in less than a minute. The new DeLuxe PHOTOMATIC is a thing of beauty and durability. It SELLS ITSELF! No attendant necessary. You'll have immediate success with it. For further facts and proof, get in touch with your PHOTOMATIC Distributor. . . . Listed Below.

"—PROFITS CONTINUE TO ROLL IN, PAYING OFF INVESTMENTS IN A VERY SHORT TIME."
says WARREN H. TAYLOR
General Sales Manager of the Mills Sales Company, Ltd.

Word is reaching us from Southern California, Northern California, Oregon and Washington, from purchasers of the new DeLuxe Photomatic machine, in regard to the tremendous reception the public has accorded this beautiful machine.

Operators are more than pleased with extra profits they are obtaining from this DeLuxe Photomatic over their old pre-war models.

The West Coast Operators and locations favor the 25 cent play, and as a result, the profits to the location and to the operator have vastly improved.

One operator paid for his DeLuxe model in exactly fifteen weeks. This one case is not an exception—others are equally happy as the profits continue to roll in, paying off their investment in a very short period of time.

Mutoscope is still the foremost money maker in vending machines over a period of time.

WARREN H. TAYLOR

GET MORE FACTS FROM THE NEAREST AUTHORIZED MUTOSCOPE DISTRIBUTORS LISTED BELOW:

Amalgamated Distributors Company
226 West Randolph St.
Chicago 6, Ill.
Northern Illinois, Indiana, Iowa, Southern Michigan, Minnesota, Nebraska, North Dakota, South Dakota, Wisconsin, following counties: Douglas, Burnett, Washburn, Polk, Barron, St. Croix, Dunn, Pierce, Pepin, Buffalo.

Automatic Sales Company
421 Broad St. Nashville 3, Tenn.
Tennessee—Following counties in Kentucky: Christian, Todd, Simpson, Warren, Allen.

Daytona Beach Amusement Company
518 Live Oak St.
Daytona Beach, Fla.
Florida

H & L Distributors, Inc.
1524 2nd Ave., N
Birmingham, Ala.
Alabama

H & L Distributors, Inc.
708 Spring St., N. W.
Atlanta, Ga.
Georgia

S. L. London Music Co., Inc.
3130 W. Lisbon Ave.
Milwaukee, Wisc.
Wisconsin, except following counties: Douglas, Burnett, Washburn, Polk, Barron, St. Croix, Dunn, Pierce, Pepin, Buffalo. Northern Peninsula of Michigan

The Markepp Company
4310 Carnegie Ave.
Cleveland, Ohio
Ohio, Kentucky, except following counties: Christian, Todd, Simpson, Warren, Allen. Following counties in West Virginia: Wood, Wirt, Roane, Clay, Nicholas, Fayette, Summer, Mercer, Raleigh, Boone, Kanawha, Jackson, Mason, Putnam, Lincoln, Logan, Wyoming, McDowell, Mingo, Wayne, Cabel, Braxton, Webster.

Mills Sales Company, Ltd.
Oakland and Los Angeles, Calif., and Portland, Ore.
California, Nevada, Oregon, Washington.

Phoenix Distributing Co.
611 W. Washington St.
Phoenix, Ariz.
Arizona, New Mexico, Colorado. Following counties in Texas: El Paso, Hudspeth, Culberson, Loving, Reeves, Jeff Davis, Presidio and Brewster.

Roanoke Vending Machine Exch., Inc.
13 S. Jefferson St. Roanoke, Va.
Virginia, except following counties: Rockingham, Shenandoah, Frederick, Clarke, Warren, Page, Greene, Madison, Rappahanock, Fauquier, Loudoun, Fairfax, Prince William, Culpeper, Stafford, Grange, Spotsylvania, King George, Caroline, West Moreland and North Cumberland. Following counties in West Virginia: Pendleton, Pocahontas, Greenbrier, Monroe.

The Vending Machine Co.
207 Franklin St.
Fayetteville, N. C.
North Carolina, South Carolina

Toronto Trading Post, Ltd.
736 Yonge St.
Toronto 5, Ont., Canada
Eastern Canada

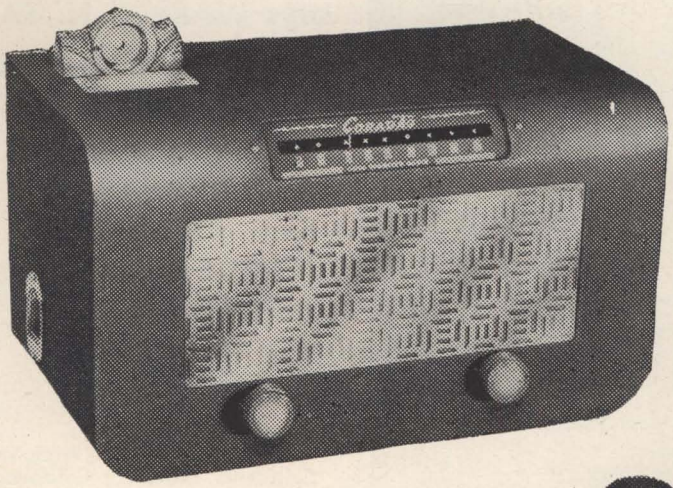
United Novelty Co., Inc.
111 W. Division St. Biloxi, Miss.
Louisiana, Mississippi

W. B. Novelty Co., Inc.
1518 McGee St. Kansas City, Mo.
Kansas, Missouri

W. B. Novelty Co., Inc.
1012 Market St. St. Louis 1, Mo.
Kansas, Missouri

Cliff Wilson Distributing Co.
1121 S. Main St. Tulsa, Okla.
Oklahoma

INTERNATIONAL MUTOSCOPE CORPORATION • Wm. Rabkin, Pres. • 4401 Eleventh St., Long Island City, N. Y.
*Manufacturers of *Photomatic and *Voice-O-Graph*
*Registered Trade Mark



pleasure and treasure with CORADIO

It's a pleasure to listen to — a treasure to operate.

The trade trend to Coradio is becoming a national landslide for one main reason. The new Coradio is the best coin operated radio made to date.

Operators all over are buying Coradio exclusively because they know by experience it's really trouble free.

We guarantee the set for one year — tubes 90 days. The Coradio—National Slug Rejector Unit eliminates 95% of all service calls. The all-steel cabinet is the embodiment of strength and beauty. Do yourself a favor.

Before you buy — see the new Coradio.

Write for

Free Illustrated Folder

COIN MACHINE INDUSTRIES, INC. CMI For Your Protection

MEMBER

CORADIO

COIN OPERATED RADIO

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Wisconsin 7-5902

JOIN US

In Winning the Complete Good Will of the American Public for the Great Coin Machine Industry!

Join CMI's great public relations campaign right now! Almost a year ago the Coin Machine Industry started its public relations campaign. Through our Public Relations Bureau we have succeeded in placing tens of thousands of favorable stories in magazines, newspapers and on radio broadcasts—good will material that would never have seen the light of day if we hadn't adopted a formal campaign for selling ourselves.

Our future depends on the proper understanding of our products and our service by the public. There is indeed a small difference between public respect and disapproval. It is our purpose to bridge this fine line between the people's "Yes" and "No" and get 140,000,000 Americans whole-heartedly endorsing a more widespread operation and use of all types of coin operated equipment.

Our Public Relations Program has been financed by the manufacturers listed below, and by more than 600 operators and distributors of coin machines. The manufacturers donate an agreed per cent of their annual sales; operators and distributors, in joining as Associate Public Relations Members, pay yearly dues of $25 each.

MANUFACTURERS SUPPORTING COIN MACHINE INDUSTRY'S PUBLIC RELATIONS CAMPAIGN

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AMI, INCORPORATED
BALLY MANUFACTURING CO.
BELL-O-MATIC CORP.
CHICAGO COIN MACHINE CO.
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EDELMAN AMUSEMENT DEVICES
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GENCO MANUFACTURING & SALES CO.
D. GOTTLIEB & CO.
GROETCHEN TOOL & MANUFACTURING CO.
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RELIABLE METAL ENGINEERING CO.
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How You Can Back Up Our Public Relations Campaign Now!

Join in this great campaign today! Manufacturers not listed above should notify us by mail or telephone of their willingness to support this campaign on the same basis as the manufacturers listed. Operators and distributors should fill in coupon at once, enclose check for $25 and mail today. Let's all get into this campaign together and work to make our industry the greatest industry of all. Good public relations will do it. A united front is NECESSARY, with no one's name missing! YOUR PARTICIPATION IN THIS CAMPAIGN WILL BE THE BEST FINANCIAL INVESTMENT YOU EVER MADE.

FILL IN AND MAIL THIS COUPON TODAY!

Coin Machine Industries, Inc.,
Room 508, 134 North La Salle St., Chicago, Ill.

MEMBER

Gentlemen:

MANUFACTURERS! We are coin machine manufacturers and wish to support CMI's Public Relations Campaign on the same proportionate basis as other manufacturers.

Firm Name_____

Address_____

Title_____

OPERATORS AND DISTRIBUTORS: Enclosed find $25 for annual dues as an associate member in support of CMI's Public Relations Campaign.

Firm Name_____

Address_____

COIN MACHINE INDUSTRIES, INC., ROOM 508, 134 N. LA SALLE STREET, CHICAGO 2, ILL. PHONE: STATE 9399

BIG BONANZA of Bally Games!

JOCKEY SPECIAL

Brand new free-play multiple one-ball game incorporating the amazing new "HORSESHOE FLASH" — improved development of the "Mystic Flash" which proved a record-smashing profit-producer in Bally Entry and Special Entry. In JOCKEY SPECIAL, after player has played all desired multiple coins for changing odds and selections, he presses Horseshoe Button and deposits additional coins to play for 5 big Horseshoe features. Number 1, purse section receives Win odds; Number 2, show section receives Win odds; Number 3, show section receives top odds; Number 4, 4 is added to lit selections; Number 5, 3 and 5 are added to lit selections. Players never stop at normal multiple play!

JOCKEY CLUB

JOCKEY CLUB, one-ball multiple, automatic, provides more thrills for players, more profits for operators! Incorporates the amazing new "Horseshoe Flash" which offers bigger play attraction than ever . . . holds repeat play longer . . . and nets richer profits to operators. Double or triple your one-ball multiple profits by getting JOCKEY CLUB on location now. Order today! JOCKEY CLUB players don't stop at normal multiple play . . . but, thanks to Horseshoe Flash, keep on . . . six, eight or ten coins per game.

7 KICKOUT HOLES
SCORING 5000 TO 50,000

HI-SCORE UP TO 560,000

WILD, WIERD ACTION

2 BIG DIAMOND BUMPERS SCORING 10,000 TO 50,000

2 SPECIAL BUMPERS

2 SUPER SPECIAL BUMPERS

8 BUMPERS SCORING 5,000 PER HIT

FREE BALL HOLE
SCORES 10,000 — RETURNS BALL

18 DIFFERENT SCORE VARIATIONS

NEW IMPROVED MECHANICAL ELECTRICAL UNITS

CONVERTIBLE 5 OR 3 BALL • NOVELTY OR REPLAY

NEW CLUB-TYPE CONSOLE BELL

Bally HI-BOY

with

HOLD & DRAW Feature

DRAW new crowds of players and HOLD the play by the hour with HI-BOY . . . the bell that easily earns double the revenue of old-fashioned bells. Luxurious club-style console makes HI-BOY an ornament to the finest location. Simple, rugged mechanism insures years of trouble-free operation. Built in Nickel and Quarter models. Order HI-BOY today!

Now!

Bally EUREKA

Here's the new 1947 edition EUREKA that operators have demanded. Fast 5-ball play convertible to 1 or 2 ball play. Has all the famous features of Bally's greatest games—changing odds, mystery selections, 3-section playfield, plus A-B-C-D and Spell Name . . . PLUS new repeat-play features, new flash, new and improved post-war mechanism! Order today!

Just Arrived

SILVER STREAK

3- or 5-ball Bally Novelty. High Speed. Flashy. Snappy. A Bally Masterpiece. Come In and SEE This Big Money Maker!

$289.50 f.o.b. Chicago

WRITE—WIRE—PHONE—COME IN—TODAY!

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DISTRIBUTORS FOR BALLY MFG. CO. IN SO. CALIFORNIA, SO. NEVADA AND THE HAWAIIAN ISLANDS

1429-31 and 1503 W. PICO BLVD. PR. 7351 LOS ANGELES 15, CALIF.

NEW Bally ONE BALL MULTIPLES

JOCKEY Special
FREE PLAY

JOCKEY Club
AUTOMATIC

with Amazing New HORSESHOE FLASH

MORE thrills for players! MORE profits for operators! Thanks to the new sensational Horseshoe Flash which permits player to play extra coins to qualify for 5 big Horseshoe features:
(1) Purse section receives Win odds;
(2) Show section receives Win odds;
(3) Show section receives top odds—40, 80, 120 or 160; (4) number 4 added to lit selections; (5) numbers 3 and 5 added to lit selections. No wonder players never stop at normal multiple play . . . but keep on . . . six, eight or ten coins per game.

New **BIG ODDS STARTING AT 3-TO-1 5-TO-1**

MYSTIC FLASH proved a record-smashing profit-producer in Bally Entry and Special Entry. Now . . . PROVED AND IMPROVED . . . the Horseshoe Flash offers bigger play attraction than ever . . . holds repeat play longer . . . and nets richer profits to operators. Double or triple your one-ball multiple profits by getting JOCKEY CLUB and JOCKEY SPECIAL on location now. Order today!

EUREKA • HEAVY HITTER • TRIPLE BELL • DE LUXE DRAW BELL • HI-BOY • SILVER STREAK

COIN MACHINE INDUSTRIES, INC. CMI For Your Protection MEMBER

Bally MANUFACTURING COMPANY
DIVISION OF LION MANUFACTURING CORPORATION
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

GIVE TO THE DAMON RUNYON CANCER FUND

COIN MACHINE REVIEW 23 FOR OCTOBER 1947

NORMAL PICKUP. The passing of an unusually hot summer was big relief in itself. The pickup that came during September may be best described as normal since no signs of a big boom have occurred in any branch of the trade. October will be more of a revealing month on what gains in business the trade may expect for the many cool months ahead. Operators will be expanding with new machines and will also be watching the market for the new offerings that are certain to appear.

GENERAL BUSINESS. The general business picture is attracting special attention, almost more than a man can give to his own business. A boom is certainly on, whether it be called a price boom or just plain prosperity. The coin machine trade will certainly gain in many ways by the high level of business and money in circulation. When business is at such high levels, people can't help being anxious about how long it can stay at the peak and just what will happen if a decline should set in. The experts say big farm income, veterans' cash and installment buying will keep the boom going well into next year, if not on and on.

WORLD-WIDE. Not only conditions in export trade affect coin machine sales, but other world-wide influences will have some weight on trade progress too. The world has shifted into such a condition that the U. S. is having to make decisions as a nation which will influence business later. The dollar crisis has hurt some very good markets for coin machines and may hurt even more. South Africa and the Pacific area still can buy machines without too much concern over dollars.

CONVENTIONS. Cheering reports about plans for the conventions fill the news with decided optimism. The planning and the conventions will carry the trade through to February; a lot of machines and a lot of business will be moving in those months. The outlook for the conventions is so assuring that it must be an indication of the vital growing power that exists in all branches of the Industry. The vending industry has such a sound expansion floor that the success of the first special convention is assured and will set a new precedent for vending expansion. The all-industry show under auspices of CMI will set new records to make 1948 prosperous for the Industry.

PRICES. The most common subject for discussion now, by coinmen and the public at large, is prices. Manufacturers discuss prices as much as do operators. The fact that high food prices are taking away business from other lines is beginning to cast a new light on current business trends. Distributors report that the rank and file of operators are short on money. The rank and file of operators, the men who make up the group that buy the big bulk of machines sold, live from their daily earnings, and it may be that the high cost of living is cutting a bigger hole in their earnings than would first appear. Take on most machines still appears to be above pre-war level, but if operating costs and living costs are much higher, then the operator will buy fewer machines.

Another big question is how much the high cost of living cuts down the patronage of all types of machines.

MERCHANDISE. Shortage of vending merchandise may soon be an old story. The output of soft drinks reached such a high level during the summer that now the pressure will be on getting out as many vendors as possible by next summer. The last quarter of the year will show real gains in candy bar output, and third quarter reports on chewing gum are expected to be encouraging. Peanuts and popcorn can be had but the price is discouraging. Trade conventions representing popcorn, soft drinks, ice cream, etc., are scheduled before the end of the year and will throw new light on supplies.

FOR OPERATORS. An interesting fact beginning to be heard is that certain types of vendors will be stressed for operators. These include the cup-type soft drink vendor, coffee vendors, juice vendors, the fully selective bottle vendors, and even milk vendors. This is in contrast with the current trend in which bottlers can best place the standard bottle vendors. Individual operators will find some important new types of vendors worth investigating. The trend at present is to let operating franchises.

GAMES AND MUSIC. Activity in these two fields moved in pace with the fall season, including operators, distributors, and manufacturers. Indoor locations welcomed familiar customers back to old haunts and the number of new phonos and new games in locations all over the country is now beginning to be impressive. Like new cars on the street, new machines in thousands of locations make a very favorable impression for the Industry. When the public is a little anxious about business, music and games will help morale.

LOCATIONS. As operators begin to expand their routes with new machines, reports on location trade will become more interesting. Business papers reported that many retail locations were slow on the pickup in September.

THE COIN MACHINE REVIEW

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BUSINESS REVIEW . . .

September reports show a decided pickup in business from the summer lull. Most observers say the fourth quarter will continue very favorably, but at the time official reports on third quarter were not available for full consideration.

The summer of 1947 had two special factors that made the lull a little different; extreme hot weather in August even brought such things as a shutdown in some plants because of the heat; and the new practice of plants closing entirely for a mass vacation also had decided effects on production and business.

Business is admittedly at such high levels that everybody begins to wonder how long it can continue, and some fear that a crash must come within a year or two. Business leaders are now strongly advocating the idea of trying to level off and in that way do everything possible to avoid a sudden slump. Some signs are very favorable to the leveling off idea.

In fact, many say that production, employment, wages and even prices cannot go much higher. Reports during the late summer began to suggest that employment might be leveling off to the ideal of 58 to 60 million jobs. Prices still keep climbing at a fast rate and seem to be the worst handicap to the leveling off idea. But there is a definite theory in many lines of business that goods can level off at or near present price levels and the country continue for the next ten years with a high wage-output-price level.

There are some who even accuse the auto industry of slowing up production in order to avoid prewar selling competition and to keep prices high.

The great majority, apparently, would like to level off at the present high rate of prosperity. Some say the leveling off process began in June and is really taking place. But when there is a boom people

(See BUSINESS REVIEW, Page 28)

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Operators Solving Profit Problems By Expanding With New Machines

CHICAGO—The operator who wails about the high price of equipment and complains about low machine revenue and scarcity of good locations is rapidly descending into the status of a mummified nonentity.

A comparative handful of operators, imbued with far-sighted vision and initiative, are blazing a trail of merchandising glory, and their slogan—"Expand With New Machines"—is ringing profit bells all over the country.

Taking their cue from the soft drink, candy, and tobacco trades, who conduct surveys on customer potential in stores and factories, the progressive post-war operators have made thorough canvasses of locations in their communities and have found that while certain spots are plentifully equipped, others are yawning gaps awaiting cultivation.

An operator on the West Coast is now in the process of signing up all branches of a well-known drug chain in his territory for installation of voice recorders and photo machines. It wasn't an easy deal to swing, but the operator was a salesman who came armed with facts and figures. When the drug's top executive pointed out that there wasn't room for coin equipment, and showed where every possible inch of space was already taken up, the operator displayed audited figures and conclusively proved that, square foot for square foot, certain merchandise was only making one tenth of the profit which could be derived from voice and photo machines!

Another case in point is the operator who is completing arrangements for installation of stamp vendors in a major chain of service stations.

Then there is the coin radio operator who shied away from hotels and motels because of the fierce competition and went after coin laundry stores. Housewives waiting for their washing would like to hear music or their favorite program, he reasoned. And he was right. A well-paying radio route, comprised solely of laundry locations, resulted.

This period of high costs and lower

CMI '48 Show Near Sell-Out In Week

CHICAGO — Applications for exhibit space at the second post-war convention under the auspices of Coin Machine Industries, Inc., reached a tidal wave the first week after blanks were mailed to members. In four days Jim Gilmore, secretary-manager of CMI, announced that half the booth space had been applied for and on the tenth day he announced that 67 applications had been received, requesting 150 of the 209 exhibit booths available.

And still the applications continued to come in. The blanks had been mailed to the 70 or more manufacturers who hold membership in CMI, carefully timed in mailing to reach them September 2—and then the action began. Application blanks are sent each year to members first, and this year September 23 was set as the time limit for members to get their applications in. Then, the plan is to mail application blanks to former exhibitors who are not members of the organization, and also give them a time limit before booth space is offered to other manufacturers. Former exhibitors will include about 30 firms in addition to members, Gilmore said.

Members and previous exhibitors took all the space 11 weeks before the show last year and the space was going faster and earlier this year.

The next convention and exhibit is scheduled for January 19 to 22, at the Hotel Sherman here. The exhibit space will include four divisions or floors now familiar to the trade as the main exhibit hall, the mezzanine, the grand ballroom and an additional floor opening from the main exhibit floor. The same general floor plan will be used as proved so successful last year.

The CMI exhibits in February this year included big displays of all types of amusement machines, music machines, vending and service machines, and accessories and

(See CMI Show, Page 26)

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profit is rendering a hardship on operators, true; but by the same line of reasoning, it is opening up new lucrative locations a lot faster than at any time since the depression. Proprietors are in the same boat as operators—they too are faced with the high cost of doing business and lower sales volume. If they can realize a good return from coin machines, without investing a cent, and thus make up for lessened profit on their standard merchandise, how many wide-awake owners are going to refuse?

The operator who still bemoans the high price of equipment as a deterrent to any expansion moves must realize that no field has escaped unscathed from dollar hikes, and in the final analysis, what difference does the price of equipment matter if it receives good play and the operator can amortize his cost in one year?

When these new expansionist principles were first introduced, THE REVIEW's Chicago office started work on an exhaustive, country-wide survey to determine which types of locations and equipment offered the best possibilities for exploitation by operators. The result is the Location Chart, published elsewhere in this issue.

The wise operator will use the Chart for general guidance and conduct a personal survey in his own territory to determine the local picture.

However, many national trends also reflect local trends. Take airports, for example. Both airline passenger and freight traffic continues to mount in volume in all sections of the country. Yet, out of the hundreds of municipal airports only 52 are conducting their business in the black. The immediate need is for more revenue, and what better way than to install coin machine equipment?

This is only one example. Perusal of the Location Chart will suggest other types of locations many operators have overlooked.

The machines now being manufactured are in keeping with the streamlined age of mechanical efficiency and eye-appeal. It's up to the operator to capitalize on these modern improvements by placing them in locations which will bring top revenue.

New Association

NEW YORK—Latest addition to operators' organizations here is the AAMONY, short for Associated Amusement Machine Operators of New York, Inc.

Outfit is headed by Joe Hirsch, who recently entered operations here after selling his Philadelphia amusement game route (Peerless Vending Co.).

CMI SHOW

(Continued from Page 25)

supplies for these machines. According to Gilmore, "the 1948 show will have a greater variety of every type of coin-operated machine and some new developments that will make it worth while for every operator in the land to be at the show." He stressed the fact that manufacturers in every branch of the trade are reserving space, so that operators will get a broad view of what new machines are available.

"This Industry is growing," he said, "and the 1948 convention is going to reveal that fact as nothing else ever has. Enthusiasm for the convention is already at a high level and the convention officers and committees will plan a bigger and better show than ever."

The board of directors, in its regular meetings, has made many plans for new innovations and attractions, but Gilmore said they are not ready for announcement yet.

The board has named John Chrest, Exhibit Supply Co.; Herb Jones, Bally Mfg. Co., and J. R. Bacon, O. D. Jennings & Co., as the annual convention committee to have the active management of the convention in hand. Herb Jones was named to head the publicity committee for the convention.

The newly launched public relations program was given a prominent place at the last convention, including a special booth under the direction of James T. Mangan, who headed the public relations department, and also the awarding of prizes to Industry members who had done notable work in public relations.

Public relations work will be encouraged again by the awarding of prizes to winners in the nation-wide public relations contest. Rules governing entries in the contest are as follows:

1. Entrants must be a CMI member—a manufacturing member or association manufacturing member, or employee of same, or a distributor, jobber, or operator, or any of their employees who are CMI associate members participating in CMI's public relations program.

2. A letter or document describing public relations services of the entrant, written either by himself or anyone proposing him for consideration, must be sent to CMI Public Relations Bureau, Room 2206, 134 North La Salle street, Chicago, before January 1, 1948. This letter should be concise, factual and informative. Published evidence of the public relations work may or may not be sent with the letter.

3. The jury will be the officers of Coin Machine Industries, Inc., donor of the awards.

4. No winner of any previous award is eligible for this year's award.

Four prizes will be awarded at the 1948 Convention rather than one. First prize will be $1,000; second prize, $750; third prize, $500, and fourth prize, $250. It is anticipated that many of the local public relations programs this year will be tied in with the national campaign to support the Damon Runyon Memorial Fund for Cancer Research.

The climax of the campaign to support the cancer research work will come at the 1948 Convention, when the total sum of the contributions during the campaign will be announced. National figures are expected to be present at the time and it will give the convention a news prominence such as has never occurred in the history of the trade before.

Alaska Coin Field Awaits Adequate Tourist Facilities

ANCHORAGE, Alaska — About 14,000 tourists visited the Anchorage area alone this season, although there was practically no housing available. Airlines and steamship companies report having turned away thousands because there were no accommodations for them after they arrived.

Hotels and houses are jammed and the building of a new 100-room hotel will not offer much relief. Some travel authorities think the tourist business in Alaska could easily exceed $25,000,000 a year and that it may eventually reach a total of $400,000,000.

Anchorage, with a population of 13,000, has only about 300 hotel beds, while Fairbanks, with 10,000 population, has only about 150 hotel beds.

Hotels, gas stations and other tourist accommodations—all of which will make good locations for coin machines—are greatly needed in Alaska.

Bally Bulletin Binder

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Shortage of Sheet Steel Stymies Manufacturers; Picture Improving

CHICAGO—Sheet steel took the spotlight in major developments that affect the supply of materials for manufacturing plants. The shortage became so acute that even General Motors shut some of its plants for a time. Practically all of the large industrial firms that use sheet steel have been reporting curtailments due to the shortage.

Many reports say the shortage may last for a long period. A group of 25 users of steel recently bought a mill in Pennsylvania, saying the outlook was for a steel shortage lasting three or four years.

Manufacturers of soft drink vendors seem most seriously hit by the new steel shortage, since all of them had planned to make headway during the second half of this year. Most of them say they had waited for a year for motors, compressors, copper tubing, etc., and that finally they became available in fair quantity. Now, the new cut in sheet steel has many of them discouraged and the worst is that they cannot foresee an end to the short supply. Manufacturers of cigarette and candy vendors have not yet reported so much discouragement about steel, but if shortage continues long it will be serious for them, too.

In every case of shortage, prices also become a big item for manufacturers of machines. Several manufacturers of soft drink vendors say the price level would retard expansion in drink vendors even if plenty of materials were available.

A still more serious sidelight on price question was seen in a recent report that one well-known manufacturer of deluxe machines plans to take them off the market rather than increase prices to meet rising costs.

Manufacturers of phonographs and amusement machines are gaining by the general improvement in the material and supply picture. The national picture is improving and some business leaders say the critical situation of a wild scramble for supplies is over. Others say price adjustments downward will begin to show up in more plentiful materials.

The auto and radio trades have recently indicated a plentiful supply of parts and to spare. Certain shortages in making refrigerators still make it necessary to allocate supply.

Purchasing agents in the thousands of plants over the country are being surveyed more and more to find out the general materials situation. About two-thirds of the purchasing men surveyed in Chicago area said they paid higher prices in August than in July; nearly 60 per cent of them said they did not believe high prices would bring a business decline before the end of the year.

On a national scale purchasing agents report that the slight downward trend felt in June has ended and that outlook for rest of year is favorable. They expect little change in price trend for balance of year.

Last June many firms were buying supplies for 90 days or more ahead; in August the trend had changed to 60 days and many firms ordering supplies just as needed. Small coin machine manufacturers say they must still order well ahead on many items.

But the materials and supply picture is changing more favorably, and that is probably the most important news as the country gets set for the last three months of the year. Specific reports on various materials are as follows:

ALUMINUM

There are rumblings of over-supply. Reynolds Metals cut prices 20 per cent on many items. New uses for aluminum are being found almost by the week, and this applies to coin machine manufacture also. A new aluminum foil bag for coffee is now being made. A new and very important use is for above-ground irrigating systems for farm lands; aluminum pipe promises a new era in this field. Kaiser has reported a new utility aluminum sheet that may substitute for sheet steel.

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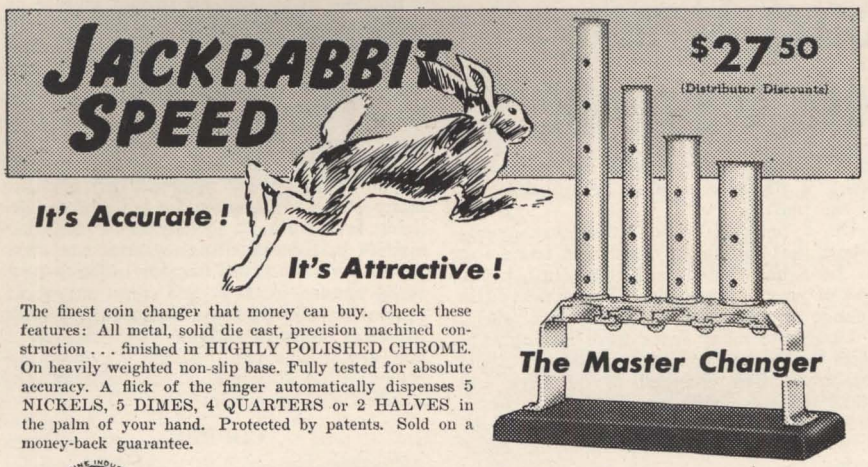

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pages recently, and supply may soon equal demand, some reports say. If dollar shortage in Europe cuts buying of South American copper, then the extra supply will come to U. S. markets to make an abundance. Use of copper dropped in July but began to improve in August. Makers of copper wire placed orders during the summer for September delivery and right after Labor Day started increasing orders for October delivery. Reports say prices on copper are likely to remain stable at a high level well into 1948.

LUMBER

Building construction gained during August and into September and increased use of lumber in local areas. Lack of boxcars for shipping lumber to all parts of the country caused shortages in some localities, kept prices rising, and piled up lumber at the mills. Hardwood lumber is said to be about balanced between supply and demand. Building is expected to increase during the year and hence lumber prices will remain high; lumber production is increasing steadily.

MACHINE TOOLS

The tool making industry displayed its latest developments in Chicago in September, more than 250 firms having exhibits in one of the big war plants. New machine tools are said to suggest final way to increase production at lower cost. Finger tip control is said to be theme of new machine tool ideas.

MOTORS

Reports on output lacking. Rapidly expanding washing machine industry calls for more motors. Trade gossip in the Coin Machine Industry suggests an output rate of about 80,000 phonographs a year and a rate of about 60,000 soft drink vendors a year, both types of machines needing motors. These figures are trade estimates and are not based on any authentic figures.

PLASTICS

Trade reports were routine in recent weeks. Newest use in coin machine trade is a plastic cement to fasten brackets of small vendors to walls rather than use screws or nails. A cement developed in Texas dries in 24 hours and machines can be placed on tile and other fine walls without damage in any way. Energine quickly dissolves the cement when removing the bracket from the wall.

PAPERBOARD

Production keeps increasing and downward price trend started in early summer. One recent report suggests an oversupply is approaching in paperboard. Production capacity will be increased considerably by early 1948.

STEEL

Shortage of sheet steel and its effects on coin machine manufacture are covered earlier in this article.

TIN

Canning season made extra demands on tin supply. Canning industry reported big increase in demand for small size cans, a fact having some meaning for the introduction of new vendors to sell canned fruit and vegetable juices.

BUSINESS REVIEW

(Continued from Page 25)

cannot help but be anxious about the danger of a sudden crash — remembering 1929.

General business is getting decided boosts this fall in the terminal leave bond cash which came to veterans. Consumer credit controls will end Nov. 1 and that is expected to react like turning loose some extra billions of money. Then farm cash income is expected to reach a new annual rate of $30,000,000,000 and its effects on general prosperity are being felt increasingly.

These three factors alone are expected to be strong enough to keep business going at its present high level well up into next year. Everybody agrees that the extra tonic will carry business flying through this year.

How to level off at the present rate of prosperity is a big question. There are evidences that the coin machine trade itself is studying this question. A manufacturer at the 1947 annual convention announced a policy of controlled production, and trade gossip recently connects two other manufacturers as about ready to adopt the same policy of cutting production when operators seem unable to take all the machines turned out. One large manufacturer of machines said his firm now has a volume nearly twice the prewar rate, and although his plant has bigger capacity he thinks it would be much better to level off at the present rate.

Newspapers also recently announced that Aireon Mfg. Corp., manufacturer of commercial phonographs, had furloughed 400 employees and closed its assembly line to allow adjustments in production.

Many industries still need to increase production to catch up with demand but the one great fear in the coin machine trade is that of over-production of machines, which eventually leads to cut prices and overcrowding in the operating field.

In trying to peer into the future, there seems to be general agreement that veterans' bond cash, record farm income and new installment buying will continue the present high level of business for another year at the least, maybe many years.

But foreign policy will have a bearing on business trends. Export trade is losing its boosting power due to the dollar crisis. If the U. S. decides on billions in aid to Europe, that will be inflationary; it quickly reacts on business as can be seen in the recent price fluctuations on corn.

If the U. S. decides to limit aid to Europe, then a policy of big armaments will likely be adopted and will keep industrial activity at a high level for many years. Big armaments may come, even with aid to Europe.

A digest of some of the many points entering into our present business picture follows:

AUTOMOBILES — Production recovered to the set goal of 100,000 or more cars and trucks per week in September. Output for 1947 is now estimated at a little more than four million cars, which will fall short of the early goal set at five million. The outlook is now definitely for higher prices on 1948 cars. *Advertising Age*, a Chicago trade paper, recently placed the blame for black market selling of new cars at the doorstep of the manufacturers. Ford has called attention to the sheet steel problem by reporting that aluminum is now being used in every way

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possible. Some experts say that five to seven billion dollars would now be spent for cars, if available, is having to go for food, and that is why people can continue to buy food at such high prices. That is one way of looking at the picture.

CREDIT — The end of credit controls Nov. 1 will make installment buying a much bigger factor in the general business picture, and its effect will be inflationary. Total credit in July was officially reported for the nation at $11,060,000,000, which was only about 6.5 per cent of what consumers have to spend. Before the war our national credit buying stood at about 11 per cent of spendable income.

CONSTRUCTION—The building boom must be listed as a big element in the present prosperity, involving the spending of billions and the employment of two million or more people. Estimated increase in building during the third quarter was put at 33 per cent and the rate of gain is expected to continue into last quarter. Pickup in highway construction now accounts for about 25 per cent of the general construction activity.

EMPLOYMENT — Official reports suggest that employment dropped just below the 60 million level in August; other more recent reports suggest slight gains. September brought a definite pickup in business and hence of employment. Many observers think (and hope) that employment will level off at or near the 60 million mark. Farm work will slack during winter and add two or three million to official unemployment list. There are 15 million more people in paying jobs now than in 1939; with a gain of about ten million in population in that time, jobs have made big gains. The *Wall Street Journal* predicts that runaway food prices may cut employment in devious ways. The trend in factory employment has been slightly downward since last March and more people are going into service industries and into their own business. September brought a pickup in factory employment but official reports are not now available. Early reports said factory output climbed above normal in September.

FARMERS — The record cash income for farmers has already been mentioned, and it will be one of the chief supports of present prosperity. It means bigger business for smaller towns and cities also.

EXPORTS—The dollar shortage grows more serious by the week in many other countries. Big export trade has been listed as one of the five pillars of our present prosperity and now exports are declining fast. The downward trend is expected to continue for a long period. The drop has begun to cut the export trade of some coin machine firms.

GASOLINE — Talk of gasoline shortages seemed to decline late in the summer, but gas rationing was tried in a few cities, including Cleveland. Production is climbing and so is demand, and hence gasoline stocks are being cut. The Labor Day week cut gas supplies considerably. The problem still seems to be one of

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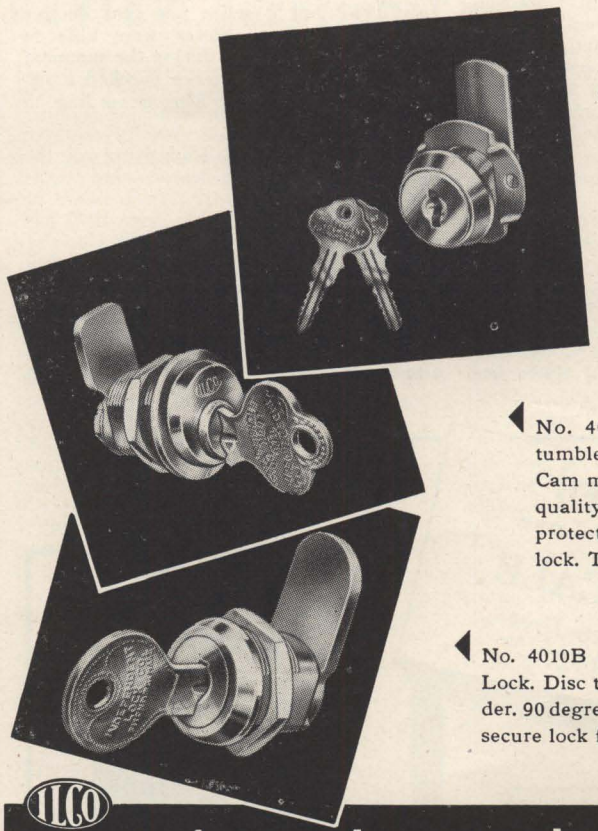

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getting distribution with speed. Midwest areas are expected to feel shortages more than other areas.

FREIGHT — Increased pay to railway workers brought a plea from the railroads for an additional 10 per cent increase in freight rates, in addition to previous plea, and this increase was wanted immediately. Hearings were held in Washington on Sept. 9 and after listening to pleas of railroads, ICC officials postponed action to hear the shippers' side of the question. NAMA has filed pleas against increased rate proposals on coin machines.

MANUFACTURING — Most reports during September dealt with the increased activity following Labor Day. The drop during the summer was finally recognized as more than seasonal and the new practice of vacation weeks for all employees is now said to be reason for the decline. Industries started off in September keyed to an output rate that will be higher than normal. The goal is to make record production during the fall and winter; some leaders doubted that the high for the next few months would reach the peak of last winter. Predictions by experts indicate high employment but leaders are well aware that slack employment is showing up in some fields. Financial papers reported that the early September pickup, in spite of hot weather, was "a bit remarkable" in the Chicago industrial sector. Auto factories also made early gains. Reports on industrial activity in some eastern areas did not show much gain. Coin machine factories were in the front ranks in the upward swing into fall activity.

MONEY — Official reports put personal income in the U. S. in July at an all-time high of $197,000,000,000, putting the July gain at almost two billion dollars above the income for June. Money in circulation gained for the Labor Day period and then dropped back the next week.

PRICES — With foods spearheading the upward price spiral, some business leaders began to say the situation has dynamite in it. In working terms, the cost of food for average family in 1947 is twice what it was in 1942. Leaders fear rising food costs will start new demands for higher wages. Department stores began to seriously complain that high cost of groceries takes trade away from them. Wholesale prices gained about five points in August. Declining exports lead some to predict that this will lead to a downward trend in general prices late this year or early in 1948. Cut in exports has already affected radio and electric appliances. Talk of less aid to Europe hit the commodity market to cut prices on grains. and some predict commodity prices will level off. Profits and dividends continue to rise. Investigations of prices are under way and the price question has now become a hot one. The trend is decidedly upward at this time, but people can get an idea of what lower prices might mean in radio, frozen food and electric appliance trade.

In coin machine circles, the price question is the most lively topic of discussion wherever coinmen get together, whether manufacturers or operators.

RETAIL TRADE — The general trend is still an increasing dollar volume, but unit volume in most lines is now said to be declining. Department stores have especially complained of declining sales for some months. Dollar volume of food stores is very high due to prices. Store owners and managers are reported to be considerably worried about the whole price situation and a possible crash, leaving them with high priced goods on hand. Government report for July said independents gained 11 per cent in dollar volume over July 1946, but a seven per cent decline from June. Drug stores were able to check downward trend during the summer; eating and drinking places checked a declining trend in July also, according to official report.

POPULATION — Underlying all the present calculations on business and trends is the population factor. An increase of roughly ten million people since 1940 has greatly increased demand for all kinds of goods and services. Big shifts in population have also occurred and firms that sell nationally have not yet been able to visualize this change or adjust to it. While employment stands at a high level, there are also more people that need work. In shifting population, biggest increase has been on West Coast and drops in Midwest and South.

Census to Show Industry's Growth

WASHINGTON—Official facts and figures on the coin machine manufacturing industry will be slow in coming, due to economy moves in the last session of Congress. The Census of Manufacturers, which will include coin machine manufacturers among the 250,000 or so firms of the country, is scheduled to really get under way early in 1948. Publication of the data will thus probably come early in 1949.

The last government report on coin machine manufacturers was made in 1940, based on a census taken in 1939. A previous census was made in 1937 and the data on coin machines was published in newspapers as proof of a new industry.

The Census Bureau is trying to get started on two general checks of the business of the country. The Census of Manufactures will check the productive capacity of the factories of the country and a proposed Census of Business will get facts and figures on sales and business activities other than manufacturing.

As mentioned, the check on manufacturing industries will give a conservative picture of the coin machine manufacturing trade as a part of the general picture of the industrial strength of the nation.

All manufacturing industries should also get a pre-canvass questionnaire this year. This check is largely to get names and addresses right and to study new problems that may have come up since the war. The major blanks won't go out until after the first of the new year.

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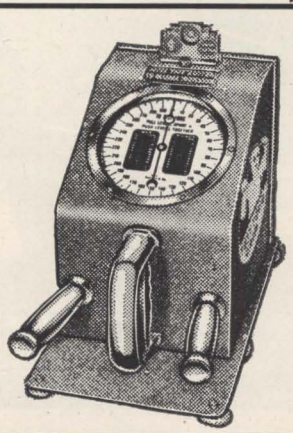

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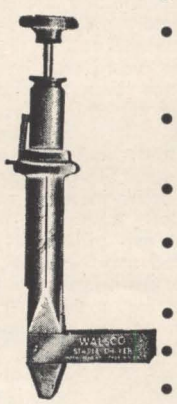

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Location Chart

by WALTER W. HURD

When competition for locations gets keen again, as it was before the war, locations will mean more to the trade. It is good policy for operators to keep in mind that locations are the other half of the coin machine trade. Maybe they should be considered "the better half."

The time will come when enterprising operators will want to make careful surveys of locations in their territory at intervals, to keep a track on business and also to plan for expansion. Manufacturers may eventually market machines on a basis of surveys of locations.

Other trades that operate routes are using survey checks on stores and factories as a regular practice. This includes the soft drink, bakery, candy and tobacco trades. The National Assn. of Tobacco Distributors, which includes some successful cigarette operators in its membership, recently sent out a full survey program so that members could check on various stores in their territory and keep a lot of information for business planning. Data was included for estimating probable business volume of a place.

Operators who study locations more carefully will also find they can win location owners by being able to discuss the ups and downs of trade in stores from time to time. Locations have many business problems and trade varies a lot; the wise operator will keep posted on these things.

Also, the shifts in trade in stores is a kind of barometer that reflects the patronage of coin machines. Trade changes are usually regional but in time national trends get around to the local field. The operator who keeps informed on all the ups and downs of business that affect the establishments where he has machines will find his ability to plan for the future growing all the time.

It is with a view to helping operators to get a better view of the entire location picture, and also that he may understand more fully the problems of each of his locations, that the following list and comment has been prepared:

The REVIEW Location Chart

AIRPORTS

Program of federal aid for airports passed by last Congress, although only about half of what had been anticipated, means rapid progress in building and expanding airports. Recent report shows 5,251 airports in operation in the country, a gain of 22 per cent over 1946. This is a new type of location that will expand in number and also in size for the next decade. Airports have especially attracted attention as locations for de luxe types of machines—hot coffee vendors, soft drink machines, quiz machines, photographic, and so on.

Air traffic is increasing rapidly, including passenger, express and freight, and this trend seems assured for many years to come. Hence airports increase in value as locations for machines adapted to such places. Airport managements are also known to be sympathetic.

Airport operation has not proved profitable in most instances, hence the need is urgent to find new sources of revenue. Only 52 city airports are reported to be making a profit, according to International City Managers Assn. Restaurants, concessions and shops are listed as third among sources of revenue, which means that way is opening up for more and more coin machines. Airports must be kept high on the list of the newer and more promising types of locations for machines of various types. The outlook for future expansion at present is about as favorable as can be found anywhere.

APARTMENT HOTELS

Current trade reports show 3,937,000 buildings in the country housing five families or more. At least 80 per cent of the apartment buildings are in cities of 100,000 or more population. At the present time apartment buildings are spotlighted chiefly as locations for coin-operated washers, but the larger buildings offer a field for experiment and possible expansion in the future. A recent news report says a manufacturer is considering vendors in apartment hotels to sell canned baby foods; coin-operated frozen food vendors have also been mentioned for basements in such buildings. War delayed construction of apartment buildings and new ones are not yet going up at rate of other construction. Apartment buildings may be considered a field for a few specialized types of machines in future.

BARBER SHOPS

Enterprising operators in all parts of the country have been able to place machines of certain types in barber shops and make a profit on them. Reports estimate the number of shops in the country to range from 90,000 to 120,000. An upsurge in new shops started after the war and is now said to have subsided. Income in service establishments has also leveled off since the war peak. The Census Bureau is discontinuing its monthly reports on service establishments as a part of the general economy move.

BALL PARKS

Ball parks, stadiums and athletic fields have received increased attention from enterprising operators since the war. They are regarded as a center for placing certain types of high grade machines; for example, one Chicago operator reported good success with photographic and recording machines. The number of such athletic centers is not large in any territory but some of them make very profitable locations.

BEAUTY PARLORS

Here again, only a few aggressive operators have been able to adapt machines to these specialized locations. Beauty parlor earnings are off from the war high but the business is generally regarded as making healthy increases, with the increase in population and employment of women. Estimates on number place the total at about 122,000; in 1940 official reports listed about 85,000 parlors.

BILLIARD HALLS

A big manufacturing firm that supplies this trade has started a modernization campaign which promises to put pool halls among first rank locations for many types of coin machines during the next five years. The object is to do for billiard halls what has been done for bowling establishments and open them up to women and teen-agers as patrons. Model billiard halls will be established in a few centers this year to show what can be done. This has meaning for coin machine operators. Trade estimates show about 75,000 billiard halls in the country.

BOWLING ALLEYS

The modernization movement that started about ten years ago made bowling into a major amusement; expansion was slowed up by the war and now a normal growth is expected to resume when building conditions are better. Modern bowling establishments have become top locations for a variety of high grade coin machines. Federal tax reports during last fiscal year showed normal increase in number of bowling alleys and pool tables. Modern competition may be expected to lead managers of these places to seek attraction of coin machines.

BUS STATIONS

Bus lines expect travel to increase steadily over a period of years as lower income groups are compelled to economize. Recent reports on passenger miles show impressive increases for operating companies. Bus stations are already considered top locations for various types of coin machines and their importance is sure to increase. A hint on the importance attached to bus stations was given when a national corporation, formed by business leaders, was set up to place some of the most modern types of vendors in bus stations over the country. Trade reports show 3,000 central bus terminals in the cities, and the highway and small town stations run into thousands—all of them good locations for coin machines.

CANDY STORES

Official reports usually include confectionery, nut and ice cream parlors all in the same group. There were about 80,000 to 85,000 in 1940 and following the end of the war there was a big pick-up in opening such stores. The rate of increase has slowed to a normal pace. Many operators have been able to place certain machines to advantage in these locations. The outlook for these establishments for the next few years

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is mixed with favorable and unfavorable trends.

CIGAR STORES

Official reports for several months now have shown the business of these locations to be declining from war levels. Leaders in the business are puzzled as to the reason for decline. Cigar stores numbered about 20,000 in 1940.

COIN-OPERATED LAUNDRIES

This is a new type of establishment making great headway since the end of the war. Stores set aside for coin-operated washers are also proving good locations for vendors for soft drinks, cigarettes, candy, etc., and coin radios are also being used. A Kansas City location has even installed pin ball games. Ideal plans recommend music—either radio or phonograph. In some larger cities space is too limited for other machines. Trade reports indicate about 1,500 coin laundry stores in U. S.

CLUBS

Top ranking clubs are put at about 7,000, including around 5,000 country clubs. But clubs include fraternal groups, patriotic and political organizations, and the number is big enough to make them important for coin machines. Reports suggest that many operators have overlooked clubs in the past as a possible location. There is also a club movement in the U. S. and social clubs are being incorporated regularly in many states. State laws, such as that in Idaho, Washington and Montana, encourage clubs to use gaming devices for revenue. Every operator should check the clubs in his city to be sure he has not overlooked something.

COLLEGES

Colleges and universities number around 2,000, and the increase in technical schools greatly enlarges the importance of these locations. Candy and soft drink operators have been progressive in catering to this field; coin-operated washers are rendering a service in girls' dormitories. Alert young men in colleges and universities themselves become operators to pay their expenses.

COMPANY STORES

Official reports showed a total of 4,200 such stores in 1945, and 68 per cent of them were run by coal operating companies; most of the others were in lumber areas, and a few run by cotton mills. These stores are always alert for all income possible.

DEPARTMENT STORES

The total of real department stores may now be placed at above 5,000. The rise and fall of trade in these stores is regularly reported as a barometer of how business is going. Department stores have in recent years come to the attention of the trade when it was found that vending machines placed for benefit of employees were doing good business. The field is specialized but operators of the newer types of machines should consider such big stores.

DRIVE-IN COURTS

These shopping centers are a part of the decentralizing of crowded cities and the value of such places for coin machines depends upon the kind of shops and stores that open up. Interest centers in the possibility of fully automatic stores coming eventually in such centers.

DRUG STORES

In 1946 the total number of drug stores was reported to be 52,800, and about 4,600 of the number were chain stores. Independent stores are said to reach about 46 per cent of the population. Drug stores are a classic type of location and have been considered top places for various types of machines. One-fourth of drug store patrons make their first purchase at the fountain and about half of these buy other items before leaving. A survey shows the average drug store customer spends about 12 minutes in the store; six per cent of the people who come into a drug store come to buy cigarettes and 30 per cent come to buy something at the fountain. There has been a trade hope through the years that drug stores would be the first to install vending sections for cigarettes and candy bars. Current trade reports show that business in drug stores generally has been dropping from the war level for several months. Drug store field is considered fairly well crowded and other types of stores are installing fountain service.

FACTORIES

Industrial activity and employment is still at a high level, although official reports showed a drop from the peak reached in March. A slight pick-up was reported in August. Industrial outlook is very favorable at the present time. There are about 185,000 plants in the country, of which only 6,000 are classed as large; 21,000 are classed as medium plants and 157,000 are classed as small. Fifteen states are known as industrial states, while 28 are classed as having a large rural population. The country is said to have 33 predominantly industrial areas.

FAIRGROUNDS

The first half of the season this year was reported as unfavorable for fairs. Early in the season traveling arcades reported play decidedly off and some of them quit for the year. Later in the season fairs reported much better conditions.

GAS STATIONS

Total reported in January had reached 205,000, which was a gain of 88 per cent in number since 1940. The average annual income for gas stations in 1946 was reported as $18,000. These stations have grown in

importance to the coin machine trade in the last ten years and are likely to become much more important. Motor travel increases year by year and the highest number of cars ever registered in history are now in use. Modernization of gas stations will increase their value as locations.

HOSPITALS

Reports in 1945 listed a total of 6,510 hospitals and the average daily population for the entire group amounted to 1,405,000. There are about 4,330 private hospitals and 1,500 state, city and county hospitals. In one year there were 86 new hospitals while 186 were closed, so the total number is declining since the war. The total number of people in hospitals only gives an inkling of the millions of visitors that come and go each day, and are good patrons for vendors in such locations.

HOTELS

In 1946 reports showed 9,054 hotels with 50 rooms or more, while 3,500 had 100 rooms or more. About 1,000 hotels belong to chain groups. About 3,000 resort hotels are reported. Total number of hotels of all sizes reported in 1940 amounted to 28,000. A recent hotel survey shows hotel income to be dropping as costs continue to increase; bar business is declining, dining rooms are losing money and there are more empty rooms. Hotel men fear the summer slump this year was more than seasonal.

MOTOR COURTS

This is a new type of place catering to the motoring public that will increase in importance as a center for coin machines. Tourist courts have shown good business this summer but final reports are not available. Trade reports say there are more than 20,000 courts in the U. S.

OFFICE BUILDINGS

Trade reports listed 6,500 office buildings in 1946, with people working in offices in these buildings running above three million. Employment continues high in offices and office buildings are increasing in importance as locations for vendors.

PARKS

They are said to be doing a $15,000,000 annual business. Season this year was unfavorable for the first half; improved trade came in August.

POST EXCHANGES

One list shows about 1,300 Army and Navy posts. The trade has an operating firm that has concessions for vendors in many of the posts over the country. Officers' clubs continue to use certain types of amusement machines.

RAILWAY STATIONS

There are about 60,000 passenger stations, large and small, and the ones best suited for good locations can be determined largely by the population of the town. Railroads are carrying about 700,000,000 passengers a year, which gives some idea of the traffic.

RESORTS

First reports from leaders in the field said number of tourists were at a peak this year, but there was a decided trend among people to not stay long in one place. Spending was reported generally lower in all centers. Resort hotels are said to number about 3,000.

RESTAURANTS

In 1945 the total number of eating places was placed at 423,024. Of these, 36,000 were said to have a fountain; cafeterias are listed at about 23,000 in number; and 20,000 places are classed as tearooms. Industrial cafeterias, not included in the total of eating places, are now placed at 26,261. Small lunch rooms and stands are said to number 63,000. The mortality among eating places is high, said to run about 50 per cent. The average customer spends about 35 cents; 90 per cent of the restaurants sell cigarettes. Trade in eating and drinking places has been declining in recent months, according to official reports.

SCHOOLS

Lists show about 115,000 schools with two or more rooms, and there are about 9,000 parochial schools. The stores that spring up around schools are increasing in importance for certain types of vendors and also music machines.

SUPER MARKETS

If automatic sections get into grocery stores generally, it is thought that super markets will be the first to begin using them. The fact that many supers let concession space may prepare the way for eventual use of modern vendors. At the last annual convention of super markets in Chicago, two soft drink vendors were on the display floor and also a manufacturer that plans to build a frozen food vendor had a display. Entry of coin machines into super markets thus far has been slow.

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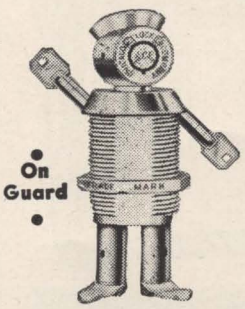

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TAVERNS

Trade lists show about 136,600 drinking places in the country, and 82,130 serve food. One-half of the nation's restaurants serve liquor. Reports show patronage of drinking places to have been declining slowly for the past several months. A current tavern trade paper says people are stretching their dollars for drinks by using more beer. Some cities are considering the idea of limiting licensed taverns on basis of population, and this idea may spread as a defense against a dry wave that seems to be gaining. The high cost of living at present is expected to cut tavern trade to some extent.

THEATERS

The movie industry usually reports a total of 18,000 movie houses in the country. Weekly attendance is said to be around 98,000,000. There are theaters in 10,015 towns in the U. S. Movie trade began to report a drop in business early in the year and the decline began to look serious in May and June. Big movie houses reported a change in July and a good pick-up in August. Leaders in the field expect movie business for the year to be not much below 1946. Candy and soft drink machines have proved so profitable in theaters that such places will be receptive to any type of coin machine that will bring revenue and in keeping with the dignity of the place.

UNION MEETING HALLS

Some operators mention these meeting halls as fine locations for candy and cigarette vendors. They should be kept on every operator's list, along with fraternal clubs, recreation centers, etc.

* * *

This national picture of locations will help every operator interpret his own local conditions much better, in the light of what is happening over the country. He will also be much better prepared to discuss business problems and trade with location owners and in that way win greater friendship and understanding.

Locations and competition to get them will become increasingly evident. Start on a constructive program to learn more about locations of all kinds and the reasons back of the ups and downs in trade in factories and stores.

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Industry Could Increase Output 40-50% If Metals Available — "Steel" Weekly

CLEVELAND—Although 100 factories making coin equipment will produce a volume of 150 million dollars (wholesale) value this year, production would be 40 to 50 per cent higher if steel and other metals could be obtained in sufficient quantity.

That's the salient point expressed by W. J. Campbell, associate editor of *Steel*, the national metalworking weekly, in a recent article titled, "Coin Machine Industry Sees $150 Million Year."

Shortage of metals is delaying the production of some of the newer machines, he says, adding, "The Industry is far behind in supplying the demand for its machines."

Using the Department of Commerce as his authority, Campbell states that within the next ten years, total sales of vended merchandise is expected to reach three billion dollars. "The variety of goods sold through coin vending machines is expected to be widened to include most everything from frozen foods to garden seeds, from gasoline to insurance policies. This outlook means a rapid expansion for the manufacturers of coin machines, at present by no means an inconsequential segment of the metalworking industry."

This year, Campbell reveals, the Industry will consume metals in the following tonnages; cold-rolled steel, 190,000 tons; cast steel, 50,000; stainless steel, 40,000; copper, 32,000; zinc, 4300; aluminum, 30000; gray iron, 4500; brass, glass, plastics and rubber, 40,000.

The author traces the beginnings of the Industry, from 100 B.C., when a device dispensing holy water upon insertion of seven drachmas was rigged up, through the depression, and up to the present day.

"The growth in popularity of coin machines can be measured roughly by the tremendous increase in demand for coins," he continued. "In 1932 the Philadelphia mint turned out 14.5 million pieces. . . . By 1943, when the Coin Machine Industry really got going, the mint turned out 303.4 million pieces."

Design is very important to coin machines, the writer declares. "Manufacturers and operators have learned the visual appeal of the device often means the difference between a 'hot' number and a 'dead' one. . . . For this reason manufacturers have bought the services of some of the top designers in the country."

Campbell goes on to explain that the engineering of an intricate coin mechanism is important (a pin game may have 1400 parts, he says) not only from the standpoint of eye appeal, but mechanically—because machines are subjected to much abuse, and are attacked by various types of instruments in addition to being pounded and jarred.

The evolution of the coin changer and slug rejector comes in for comment. "Further progress in the development of change makers is being made in coin machine engineering departments today. . . . Manufacturers came up with an intricate magnetic slug rejector which is 99 per cent effective."

The editor gives prominent mention to Mills Industries, Inc. "This company devotes nearly 600,000 square feet of manufacturing space to the design and production of vending machines, phonographs, and amusement devices. . . . Within its own shops are performed many metalworking operations, including machining, stamping, gear cutting, tool-making, die-making, forming, finishing and plating. The company subcontracts little work, although components, such as electric motors and die castings, are purchased from other manufacturers."

Illustrating the feature article were three pictures: Mills Industries' assembly line, Coin-Arts' shoe shine machine, and a fruit juice vendor.

Tradio + Automobile = Sale

ASBURY PARK—The business of merchandising a product these days isn't as simple as it may appear on the surface. Take the case of R. J. Hoffman and Tradio.

Hoffman wanted to buy $500 worth of *Tradios*, but he needed a car to operate the route. However, he objected to paying exhorbitant prices for one, so he wrote the coin radio pioneers that if they could get him a 1947 model at retail prices, he would not only pay cash for the car but cash for the *Tradios*.

Tradio had the radios but couldn't get the car.

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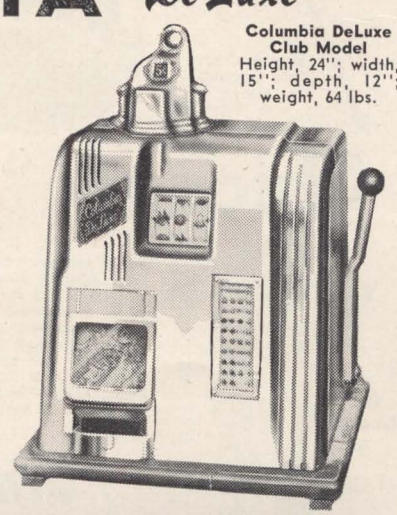
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Cincinnati Licenses Marble Games

CINCINNATI—Pin ball games are here to stay! That seems to be the verdict of John Q. Public. They are intriguing, to say the least, and the city fathers, recognizing their amusement value, have licensed them. They have their legal blessing so long as they are not used to gamble.

The tax is $25 per game, and there are something like 100 operators, who own about 2,000 games.

Pins take away the play from some of the music machines, and operators are prone to be peevish if the tunes do not draw as well as the games.

Analysts say it is only natural for people to love a game with all its exciting, unpredictable elements more than music. Smart distributors point this out to operators inclined to replace music with pin ball games. The two go together very well, they say, and one must not be disappointed if the games gross more than the records.

Tavern Assn. to Study Business Drop

NEW YORK—The National Tavern Assn. will hold its tenth annual convention at Atlantic City, Oct. 20 to 23, and plans are now being rapidly completed for the largest gathering of owners and managers of taverns, hotels and restaurants in the history of the organization.

Prominent state and federal officials are on the speakers' list as well as leaders in the tavern trade.

Among the problems to be considered are reasons for declining trade in the past several months and also the gains being made by prohibition forces. A big exposition of equipment and supplies has been planned in connection with the convention.

New Bally Distributor

CHICAGO—George Jenkins, vice-president and general sales manager of Bally Mfg. Co., has appointed Virgil Christopher of Chris Novelty Co., Baltimore, as Bally regional distributor for Maryland, Delaware, Virginia, and Pennsylvania.

Christopher has been associated with the Industry since 1935. He represented Bally in Georgia and Florida until 1940 when he joined a distributor organization in Michigan.

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LET'S TALK PROGRESS

Fourth Quarter In Stride

The beginning of October ushers in the last quarter of the year and many feel these last three months may tell chiefly what we will remember about 1947. In normal times Labor Day marks a kind of turning point into the fall season, usually the most constructive period of a year.

Everybody is watching for signs that the country is getting back to normal, after a second world war, and many say there are good signs that conditions are becoming normal slowly. There are signs also that the country needs a good psychology. It is too easy to drift into fear of a general business recession, because so many can remember what followed 1929.

A nation probably could not think itself into depression and yet mass psychology can speed up recession and also make it much more serious. We have not yet learned how to effectively direct or control the way people think as a nation.

We have had about two years now in which to adjust the nation from war to peace. At first, business men were inclined to call 1946 "the year of transition" but before it was ended, leaders were saying that 1947 would be the year of transition. The year thus far can be pretty well described as a year of transition and the majority seem to be hoping that before the last three months are gone, the nation will be fairly well settled toward a normal year in 1948.

The most acute sign of abnormal conditions is the high level of prices. High prices are a symptom of many things still not balanced in our national economy, and just how soon prices may be adjusted downward is a problem worrying business, government and the consuming public at the present time.

If prices and the interwoven conditions could be adjusted soon to more normal levels, the mass of consumers would enjoy much more peace of mind. But the present outlook does not promise much progress in price adjustments downward by the end of the year. If prices can be adjusted gradually during the next year, it would offer much safety for business as a whole. But if prices collapse suddenly, then it may be that much-talked-of recession.

Competition is a big part of normal times and slowly competition is returning again. By the summer of 1948 it may really be here. Operators of phonographs now really complain about competition, like old times, and in some cases they call it cut-throat competition. Operators of some types of vendors in Chicago have told me they have begun to notice a little competition, although the vending trade is presumably still pretty free of real competition. Vendor manufacturers all say they can't turn out machines fast enough to meet demand, and vending operators all say they could get lots more locations if they had the machines.

Demand for amusement games slackened during the summer, which had the ear marks of a return to normal. Operators and manufacturers at this time expect the month of October to show a decided pickup in trade. The public still has its old love for amusement games but operators cannot tell at the present time how much the high cost of living will cut into their business. Manufacturers also say there is too much "closed territory."

With the phono trade as normal as it can be until the whole country gets back to normal, and the games trade also apparently back to normal, the last three months of this year should be fairly interesting as an indication of what the post-war industry may be like.

Normal competition has not yet returned to all lines of business from which the coin machine trade buys. There certainly is not enough competition yet among the industries that supply materials for making machines. Aluminum is offering competition among the metals but the full effects of this substitution are not known as yet. The fourth quarter does not promise much help in sheet steel supply. Supply of other materials is expected to improve slowly.

In merchandise supplies for vendors, real brand competition has arrived in the soft drink and cigarette field and vending operators will get to see something like normal once again. Competition that had been expected among candy bars has not yet arrived but may possibly come before the end of the year. Advertising competition on chewing gum brands started during the summer but this move is largely in building markets for the future.

The Coin Machine Industry itself seems in condition to take the fourth quarter in good stride. Some of us can remember when the trade was divided, or faced by serious overcrowding. Now, there is no strife within the Industry and its national organizations have important programs on a scale never known before. Although operators may be concerned about costs, and the final effect of high prices on public patronage, yet conditions in the operating field have been much worse. It has been pretty discouraging to manufacturers to wait two years for materials, and still be waiting, but improvement is taking place.

The whole Industry seems in stride to make 1947 a year of gradual gains in almost every field. Unless the country itself should suddenly go to pot, the fourth quarter ought to continue to bring slow advances. All signs point that the country itself is in pretty good shape and adjusting to normal in most lines of business.

Walter W. Hurd

WASHINGTON, D.C.

Reported by
ROY S. RAMSEY, JR.

Additional Freight Hike Likely

Shipping coin machines by truck appears to be the only way out for coinmen perturbed by the rapidly rising cost of rail freight. On top of the 17 per cent hike given the railroads last January, the Interstate Commerce Commission has pending requests for a total of 27 per cent more in freight charges.

Latest request for higher freight charges came after non-operating railroad employees were given a wage boost. To offset this, the rails asked ICC to add about 10 per cent more onto their pending request for an increase of 16.7 per cent.

All prospective increases are averages since the rails are asking much higher freight charges in the East than in the South. For instance, on many items, the increased rate would be in the East some 38 per cent as compared with 28 per cent in the South.

Tax Shrinks in Baltimore

Officials in the bordering city of Baltimore have raised eyebrows after checking up the results of their new coin machine tax. Starting January 1, the tax was supposed to bring in $150,000 by the end of July. However, only about $78,000 was actually collected. The superintendent of Baltimore's Bureau of Receipts has launched an investigation to determine whether the tax is being evaded, or whether there are fewer coin machines than he thought. The new tax, however, is doing much better with cigarettes. The first seven months of the cent-a-pack levy brought in $972,394. Both these taxes were slated to expire at the end of the year, but a special session of the Maryland Assembly is expected to recommend extension.

A recent ruling by tax officials exempts ice cream sold in vending machines from the tax.

Treasury to Check Game Awards

Treasury officials recently said that tax agents will soon be cracking down on location owners who pay only the amusement machine tax on their pin balls, but still "pay off" free games with cash and merchandise. It was explained that machines which reward high scores with free games are subject only to the $10.00 tax. However, if any other type of award is given, then the machine is subject to the gambling device tax of $100.00.

Canteen Decision Near

The extended case of Federal Trade Commission against the Automatic Canteen Co. of America may soon be settled. The complete case has now been argued by both sides, and only corrections of the record and a few motions remain for disposal. The motion of the National Candy Wholesalers Assn. to intervene was hotly disputed by Canteen, but at this writing appears likely to be granted. FTC is charging Canteen with "receiving discriminatory prices in violation of the Robinson-Patman Act." In a second charge, the Commission claims that Canteen used "restrictive" contracts with its distributors, tending toward the creation of a monopoly.

Business Improvement Shown

General business around the country in July was 11 per cent better than for the preceding July, although sales were off 7 per cent from June, latest Commerce Department statistics reveal. General nation-wide trend in such coin machine locations as taverns and cafes, however, was just the opposite. In these locations, business was down 5 per cent from July, 1946, but registered an increase of 1 per cent over June.

July C. M. Taxes Top Year

Tax collections from coin machines soared to the year's highest figures in July, according to the Bureau of Internal Revenue, but total receipts were still below those for the previous July. Collections for this past July were $7,885,297 compared with $8,184,951 for July, 1946. Taxes collected on pool tables and bowling alleys ran to $1,564,941, while phonograph records brought $587,996 in July.

Local coin machine business picked up slightly in early September after tailing off during a record heat wave in August. Soft drink vendors have been doing the best business, with stocks sold out as fast as they are placed on location. New pin ball machines are doing well, but older models are standing idle.

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It's Simple Arithmetic

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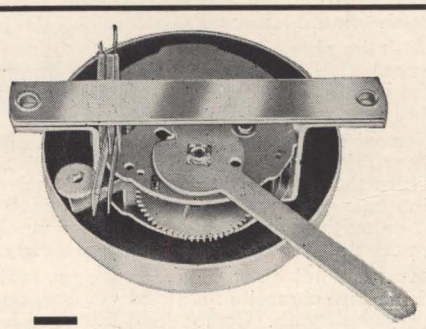

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CMI Supports Every Phase of Industry

By JAMES A. GILMORE
Secretary-Manager, CMI

One of the trade papers of the Coin Machine Industry recently published a full-page article which confirms our oft repeated statement that a great majority of operators of vending and music machines help pay their overhead with amusement machines.

"Higher plane of operation" becomes a myth when profits fly out the window. The operator who does not make profits his goal is no credit to himself or the Industry. He should step out and leave the Industry to those willing and anxious to diversify their operation to such an extent that profits are sure to result.

Every machine that operates by the insertion of a coin is a coin-operated machine—always was and always will be. Manufacturers, distributors and operators of all types of coin-operated machines are each and every one an integral part of the Coin Machine Industry. The problems of one *should be* the problems of all. Legislation, taxation and regulation are directed against all types of machines in the majority of cases — seldom against any one type.

Our Association is organized and conducted on that basis. Our Annual Coin Machine Show and Convention welcomes as exhibitors manufacturers of *all* types of coin-operated machines: vending, music, amusement, and service, and solicits attendance of all operators, distributors, jobbers, and manufacturers. Our public relations program is for the benefit of the entire Industry. Our object is to convince the public that the operation, distribution and manufacture of coin machines is *legitimate business.*

The Coin Machine Industry should be all-for-one and one-for-all. While there are problems for each type of machine, these specialized problems are also the problems of the Industry as a whole.

Coin Machines Industries, Inc., welcomes to membership all reputable operators, distributors, jobbers, and manufacturers of every type of machine that operates by the insertion of a coin.

Peep Shows Get Big Play in New York Arcades

NEW YORK — A million American Legionnaires and their families arrived in New York—and the arcade operators were ready for them. To meet the accelerated interest in penny peep shows, International Mutoscope Corp. issued hundreds of new reels.

In addition to the "girlie" films, there were also a large variety of sports films and kiddie reels.

Heaviest play centered in the arcades in the Times Square, Radio City, and Coney Island areas.

Amusement Machines Set For Big Run; Extended Territory In Sight

CHICAGO — Operators of amusement games began getting ready soon after Labor Day for the nine months of good games operating weather ahead, before another summer comes along. Hot weather still continued into September but, as one operator put it, everybody knows October will soon be here. Trade comment seems to suggest that many people in the games business are expecting October to be a tell-tale month, revealing just how big the fall pick-up will be.

Operators' interest in new games, relayed through distributors to the manufacturing centers, gave an indication early that operating ranks are moving into action according to the usual pattern in a normal year and that gives confidence in the future of the trade. The amusement machine business is now getting back to a more normal course and reports coming to the manufacturing centers promise that a good demand for games will be felt for the rest of the year.

The early fall market for games opened favorably and, while there was some anxiousness expressed about what another month might reveal, the general tone of the reports was genuinely optimistic. The past year brought a boom in some types of machines and there is general anxiousness in manufacturing and distributing circles to know just what games will take the lead in the next several months.

The pin ball market opened with 12 or 15 live numbers in the running and some new ones still just over the horizon. Trade circles usually mention nine or ten firms in the manufacture of pin ball games, and then the amusement machine field extends much wider to include the financially important consoles and bells. Roll-down or bowling type games have made an important record since V-J Day, some of them setting high sales records, and they are still very active on the market.

Pin ball leads the amusement machine parade numerically and there is much general interest in the trade in the success of these games. Pin ball has the novelty and in many ways opens the way into public favor for all types of amusement machines. Reports all during the year have not indicated in any way that the public has lost interest in pin ball.

Operators' reports are being studied carefully now to decide just what changes in playing appeal, if any, should be made in the new games. These reports will mean much to engineers and designers for several months now, and the CMI Convention in January is likely to show some of the results of the reports that have come from the field.

For any way you look at it, everybody feels that 1947 is a "transition year" and that before many months some changes will take place. Engineers and designers admit frankly there is a crying need for some revolutionary new idea that will start an entirely new trend in the novelty field.

Replay and high scores are the basic appeals in pin ball. Some manufacturers say replay is not enough now to hold the player and that more ways of winning must be built into the game. One manufacturer said his game had eleven different ways to win and these extra winning ideas show up as a feature in all games now. High score is widely discussed in pin ball circles. One observer suggests that players lose interest in high scores after the 250,000 or 300,000 mark is passed, but the majority opinion still seems to be decidedly that players like high scores and like 'em really high.

Pin ball ingenuity seems to be giving increasing attention to the playing field once more—more than to the backboard or scoring board. Kickers and extra winning ideas are being built into playing fields now with increasing novelty, while scoring boards have tended to feature numbers, flash and pretty girls. Baseball and bowling features are variations that attract attention.

In consoles, racing and bell motifs still form the great majority of play features in these important machines. Since the basic appeal of these machines is to the sporting blood of us humans, they will always get the play.

From the reports that came in during September, a lot of ideas are coming from operators and distributors and the few months remaining of 1947 will be very fruitful in preparing the amusement machine business for a long era of expansion.

Experienced operators hold the amusement machine field and the present prices are said to be a discouragement to new men coming in. One manufacturer said, after studying the postwar market for two years, that there are not as many operators in the business as some of the big lists of so-called operators would suggest. Present trade information does not show how many general operators remained in the business during the war.

Prices always come up in discussion circles, even when manufacturers get together. The fact of $300 games is food for thought and yet its present effect is to have a very stabilizing influence on the trade. One manufacturer ventures the guess that another year will pass before prices can come down, for coin machines can only be reduced along with a general price decline, he says.

Distributors are reporting that many operators want credit to buy games, and apparently credit and trade-ins do not fit so well in the high price picture. One large distributor says the prewar machines will have to be counted out of the picture, and maybe used for repairs. "Slashed prices" on used machines are beginning to be widely advertised.

Early reports indicated that players will patronize amusement machines with the same old zeal, and there is nothing like customers to put money in the cash boxes of machines. The high cost of doing business and of living has hit many operators, just as it has the public, but high employment and wages is reported to be taking care of the play on games and consoles. The use of dime and quarter chutes on some novelty games will be watched with great interest.

Reports show the games business is not crowded now, neither in personnel nor in machines on location. Manufacturers and distributors say the only real drawback is the large areas of restricted territory. Some of the largest cities are restricted and some important states also are out of the market.

Early fall reports mentioned a good demand from such states as Pennsylvania,

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Iowa, and the Midwestern states generally. Also, Florida is mentioned as showing a good demand for games. The amusement machine trade confidently expects some important territorial gains before the end of the year and this will add that new zest that takes the Industry on the upswing into 1948.

Steffens Preparing Survey Of European Markets

ST. LOUIS—The Industry is anxiously awaiting the European market survey now being made under the direction of Fred C. Steffens, vice-president and general manager of National Rejectors, Inc., as a result of his trip to Germany. This is his second overseas jaunt this year, having instituted a similar study of the Scandinavian markets in the spring.

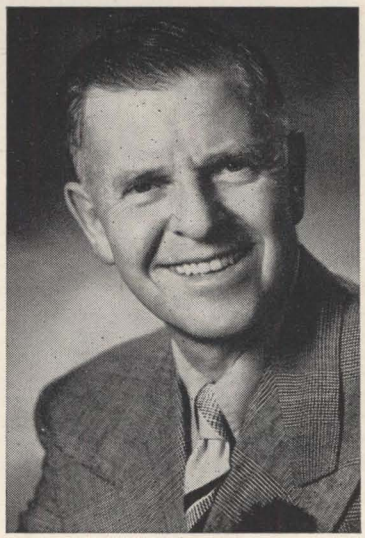
Steffens' primary aims were to help work out a plan to aid restoration of world markets to Americans and also a plan to exploit new fields for this country's vending machine manufacturers.

While in Germany, Steffens attended the first post-war trade fair in the British zone at Hanover. Purpose of the fair was to interest British and American firms in German merchandise so that exchange funds may be acquired to help defray western zone upkeep.

Special Coin Radio Sale

SAN FRANCISCO—After a successful merchandising program on *Ra-O-Matic*, Golden Gate Novelty Co. is now closing out the line to make room for a new nationally advertised radio.

"The *Ra-O-Matics* are the latest model and are brand new; they are set to play one or two hours for a quarter, and are being offered at an exceptionally low price," Al Armos, head of the firm, stated.



Laymon Active in Cancer Drive

LOS ANGELES—One of the most active individuals in the nation in behalf of the Damon Runyon Cancer Fund Drive being sponsored by the Coin Machine Industry has been Paul A. Laymon, local jobber and distributor.

Appointed local chairman by Ray Moloney, National Chairman, Laymon has been circularizing more than 2,000 operators in behalf of the drive in addition to devoting considerable time to personal solicitation.

Mr. and Mrs. Laymon left Los Angeles on the 16th to be on hand for the big Runyon Rally in Chicago on Sept. 21st.

24 Mechanics Graduating From NAAMO School in Nov.

NEW YORK—Twenty-four graduate veteran mechanics, currently completing a training program at the Manhattan Trades Center, will be available for positions on November 1st. Course is sponsored by the National Assn. of Amusement Machine Owners, in co-operation with the N. Y. City Board of Education and the Veterans Administration, to train new blood for mechanical maintenance of amusement devices. NAAMO members are getting first call on the vets' services.

Students have been busy repairing machines donated by coinmen, and have surprised quite a few old-timers by getting many devices, which were considered beyond repair, back into running order. Vets had to tool new parts in a good many instances, and are getting to know the practical mechanical intricacies of a variety of amusement machines.

NAAMO received 100 per cent co-operation on its current appeal for used machines for the school from its Atlantic City, N. J., Chapter 1, which has dispatched two truckloads of equipment to the vets. Machines have also been received from Ben Rodins, Washington, D. C.; Al Rodstein, Joe Ash, and Sam Pinknowitz, Philadelphia; and Herb Weaver of Brooklyn. A batch of machines has also been promised from Washington, D. C., by Stephen Maroney, NAAMO regional director.

The school can still use all the machines it can obtain, and F. McKim Smith, NAAMO prexy, has requested all operators to ship their used amusement machines to the Manhattan Trades Center, 45 Rivington St., New York City, N. Y. Says Smith: "As previously stated, the more machines sent to the school, the more successful our first mechanics course will be."

Bally Announces New Novelty Games

CHICAGO—Production of Bally's *Silver Streak* five-ball novelty game began Sept. 13th, according to announcement by George Jenkins, vice-president and general sales manager of Bally Manufacturing Co. The game is convertible for novelty or free play operation and, although primarily a five-ball game, may be operated with only three balls. In addition to high score, the game is described as introducing several entirely new play-features.

"Pre-production tests on location," Jenkins stated, "prove that operators can count on an immediate step-up in collections when *Silver Streak* is moved in."

English Coin Trade

LONDON, Eng.—Coin machine trade activities in England are practically at a stand-still, with practically no buying and very little manufacturing. Despite the dark outlook, English coinmen continue optimistic and look forward to better days.

A number of distributors are carrying sidelines to help pay their overhead. One large distributor of Mills *Fruit Bells* is displaying roller skates, etc.

Location owners are not buying pin tables so much as formerly but are acquiring equipment on a rental basis.

CMAC Transfers Sams

CHICAGO—T. H. Sams has been transferred from the main office of Coin Machine Acceptance Corp. to the San Francisco office, replacing Joseph G. Boyle, who has recently been shifted to the sales department as East Coast representative.

The firm also announces the opening of a new branch at 348 Baronne St., New Orleans. J. H. Halliburton is in charge.

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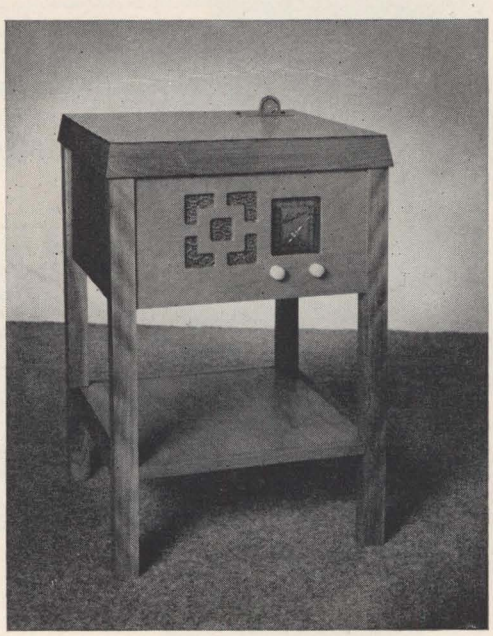

Night Stand Model with Cigarette and Alcohol Proof Top

What's Going on? in the UNITED STATES

Boston

The two weeks following the holiday showed a greater volume of sales than for the immediate previous period, with some days cooler in the approaching fall weather.

Merchandise machines that have been in storage, in warehouses since during the war have been dragged out and put into operation again. The trade is looking forward to a great expansion, with more machines expected. The cost of merchandise is still high and rising. Some of the trade, at least, can see an improvement in the candy business, although a Cambridge, Mass., confectionery manufacturer has raised the price on chocolate bars because the cost of the raw material is high. Operators are unable to raise the price of bars in the machines without a great deal of expense involved in adjusting them.

The cigarette vendors in general are doing well, with apparently less difficulty in the price situation than in the case of candy. Chewing gum is likewise moving in good volume. The summer heat, naturally, has increased thirst for soft drinks, but people are thirsty in cooler months also, so the demand for liquid refreshment must be stable. Some new soft drink machines are being operated.

Pin ball games are bringing in at least a fair profit, if not more. One estimate places the number of pin ball machines in the city at 3,000, another at 1,000. It is estimated that the number of operators in the games business in Boston is approximately 120. The total number of consoles in the city is thought to be 10. The phonograph and record business is on the uptrend.

Arcades have had a favorable summer. Amusement park arcade operators report a fairly good season, some of them saying that this year patronage was as good if not better than in other years, especially on the *Voice-O-Graph.*

In the Salvation Army 1947-1948 Greater Boston Annual Appeal for $500,000, from Sept. 17 to Oct. 31, for the maintenance and operation of 30 institutions, neighborhood centers and departments in the metropolitan area, David Bond, Trimount Coin Machine Co., was chairman of the Automatic Venders Group, with James H. O'Neil, The Canteen Co., Watertown, as co-chairman, and Edward E. Adams, Mills Automatic Merchandising Corp., as committee member.

Louis Blatt, of the Atlas Distributors, passed a week-end visit at Fairlee, Vt., recently.

Recent visiting operators at the Atlas Distributors establishment were Arthur Strahan, Greenfield; Joe Glazier, Bangor, and S. Caslani, Montpelier.

A. C. Sturgis, of Automatic Distributors, Inc., and his wife, together with another couple, had a delightful ten-day sail in his boat "Big Chum," an auxiliary in Buzzard's Bay.

Louis Weinstein, credit manager for Associated Amusements, is wearing many smiles these days for he and his wife have a new baby girl.

WHO —

Reports to The Review From Your City . . . .

BOSTON.....C. Frederic Wellington
CINCINNATI.....George Keith
COLUMBUS.....W. C. Arthurs
DALLAS.....John A. Witmer
DENVER.....Frances Conrey
HOUSTON.....John G. Wright
KANSAS CITY.....Dev Thatcher
NEW YORK.....Arthur E. Yohalem
PHILADELPHIA.....Herman Brandschain
PITTSBURGH.....William R. Mitchel
PORTLAND.....Gilbert J. Ackels
ST. LOUIS.....Robert A. Latimer
SALT LAKE CITY.....Mel Dorius
SAN FRANCISCO.....Gisela Ney
WASHINGTON, D.C., Roy S. Ramsey, Jr.

IF **Our representative is not contacting you, or you have items of general interest—drop us a line—we'll be there pronto!**

Recent visiting operators at Associated include Max Roth, Wilkes-Barre; Walter Luby, Shrewsbury, and Harry Segal, Winthrop.

Leon Sherter, well-known operator, of Newton, recently underwent an operation, but is doing nicely and is expected to return to his office within a month.

C. Frederic Wellington

Denver

The C. T. & S. Mfg. Co., Inc., began operations last July 1st on coin-operated radios for hotels, motels and resorts. Radios are 10-cent operation for 30 minutes play. One to five dimes may be inserted at one time.

Starting on a small scale last spring, L. K. Shufflebarger has installed pop corn vending machines in Adams, Boulder, Larimer and Weld counties and is expecting to gradually increase the number. He is also interested in the Lily Farm Dairy but expects later to devote all of his time to the operation of his machines in the four counties and open up new locations as rapidly as possible.

Gibson Bradshaw, of the Denver Distributing Co., reports that remodeling of the store following the destructive fire of some weeks ago is progressing satisfactorily and is expected to be completed within the next three weeks. Phonographs, according to Christine Murray, secretary, are coming in even better than anticipated — getting deliveries every week. The take on the machines every place installed has doubled. With the closing of the amusement parks, Jay Perkins, who has been in charge of the Denver Distributing Co.'s arcades, is again back in the office as mechanic and service man.

Wolf Reiwitz, of the Wolf Sales Co., has changed his name to Wolf Reiwitz Roberts. With his sons A. C. and Al A. Roberts, he left for a trip to the Wurlitzer factory to accept a new Cadillac which they won for the highest sales in their division. They also won a complete set of fishing tackle for the highest sales for the month of June for the division. The company is busy with an extensive program of remodeling. When the program is completed there will be a beautiful new show room and additional offices.

New personnel added to Wolf Sales: Agnes Downie, office; Jack Tilton, sales; Keith Collins, service; Nate Yadon, service. Business for the company has been very good in the Denver area, and good reports have come in from the branch offices. Quite a number of visitors have been in buying merchandise: L. C. Nuttall of Boulder; Charles Salardino, New Music Co., Florence; Harold Rounds of Lovell, Wyoming; B. J. Drasky, Grand Music Co., Craig; Leo Benedetti, G. I. Music Co., Trinidad; and Jim Hurd, Burlington, Colorado.

The Denver branch of the Jones Distributing Co. held a picnic at El Dorado Springs in August. The entire staff was present with wives and sweethearts. Business has kept up well during the summer and phonograph machines are moving good. W. H. Erskine, mgr. of the Denver branch visited the Salt Lake City office late in September. Frank Ritchie of the sales department is in Wyoming for a

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week. Dan Donohue, Seeburg's western representative, is in Wyoming and Montana, calling on Seeburg customers. He is accompanied by Mr. McMurdie of the Seeburg office.

Lu Shulman of Modern Music Co., has recently received new stock and is offering as a prize a fine cellarette, which is given as a bonus on purchases of phonographs.

James Gaddis, of the Gaddis Distributing Co., has covered the entire mountain territory since last month — says he is beginning to think he is a real hill billy. He has been covering Colorado and New Mexico since the first of the year. Ellis Johnson, of Grand Junction, music operator, reports the birth of a baby daughter early in August. The new arrival is the second child in his family.

C. D. Kemp, regional district manager for Packard, has been transferred from Denver to Portland, Oregon. He has sold his Denver home and will live in Portland. His wife and two boys accompany him.

Frances Conrey

St. Louis

Unlike other operators who look for an upturn in business during the fall and winter season, the cigarette operators have passed through their best season of the year. As pointed out by Paul Presley, Automatic Cigarette Sales Co., more people buy from cigarette machines during the summer months than at any other time. Paul attributes this to the larger amounts of beer and soft drinks which are consumed during the hot months.

There are approximately 3,000 cigarette vendors in St. Louis area. This number is steadily being increased as more and more new machines are made available.

According to R. A. Nicholas, vice-president of the United Operators of St. Louis, which represents 30 pin game and phonograph operators in this area, business is at an all-time low. "Our costs have been constantly increasing," Nicholas explained, "but we have been unable to increase either price of plays or front money. For example, record costs have jumped 100% in the past few years. Not only that, but many record companies have been unable to supply operators with sufficient records to take full advantage of the sudden rise to fame of certain records. One solution to this problem which we are recommending is for record companies to allot a larger portion of their output to individual phonograph operators. After all, many popular records start on the phonographs."

Also contributing to the plight of the individual operators, according to Nicholas, is the spiraling costs of machines, parts, and labor. "Our costs have been steadily rising without any increase in take. In this area the operator also must pay repair costs should machines prove to be unsuitable for immediate installation on locations. Adding to our costs is the charge of shipping machines from distributors to operators. If an operator does not own a truck he has to pay shipping costs of a transfer company.

"Many new operators who thought the coin machine business to be an easy touch are now folding up," Nicholas stated. "Our estimate is that approximately 10 per cent of the new operators who started after the war, have now folded up. More are daily finding it impossible to meet the high costs and show a reasonable profit. This situation has led many distributors to refuse credit for fear of being faced with the necessity of taking back machines of operators who have failed to make the grade."

Operators from Kansas City, St. Louis, Kansas, Oklahoma, and Texas, accompanied Henry McClure of H. D. McClure Distributing Co. to Chicago to view the new coffee machine now in production at Bert Mills Corp. All were enthusiastic over the results and are eagerly looking forward to the delivery date on the machines. McClure pointed out that the machines are expected early in the fall, which will allow operators to take advantage of the coffee drinking fall and winter seasons.

Shortly after returning from the Chicago show, McClure took off on a business trip through northern Missouri and Iowa.

Friends of Frank Murphy will be sorry to hear that Frank, who for the past year has been in charge of Murphy Distributing Co., has gone into the hospital for an operation. It is expected that Frank will be in the hospital for a month. After his release he is going to Kansas City to open a distributing office there.

John J. Kling, formerly of Davies Novelty, has taken over managership of the Murphy firm.

Bill Betz, W-B Novelty Co., Inc., has recently returned from a combination vacation and business trip to Sunny California. W-B is one of the few distributors located in the downtown district. East side and southern Illinois operators find the downtown location convenient.

Labor Day marked the closing of Chain of Rocks Amusement Park and Arcade, which is owned by Carl Trippe. Carl is taking advantage of the opportunities for arcades at benefits, fairs and picnics around town with a traveling arcade. As Carl pointed out, the mobile arcade allows for a more constant use of the equipment, which would ordinarily have to be stored if not in use. The complete arcade can be shipped from one location to another in a few hours time.

Latest of the distributors to take over enlarged quarters is Pete Brandt, Brandt Distributing Co. Pete is moving into new quarters at 18th and Olive as soon as remodeling of offices, shops and showrooms is completed.

Walter Morris, of J. S. Morris & Sons Novelty Co., is scheduled to be married some time in November. Walter presented the bride-to-be with an engagement ring during the past month.

The latest machine to come out of the W-L Amusement Co. shop is a personal music box suitable for use in tourist cabins. Fred Lehmkuhl and Frank Scherrer found the wall box, designed for use on all types of phonographs, such a success that they started work immediately on this newest project. According to Frank, the new box is designed to play in one cabin only. Lowest amount that will operate the machine will be a quarter. "At least that will be one way to get around the standard nickel rate per song which is charged now," Frank smiled. "Any type of turntable can be used on system. Since the central system will probably be hidden in the main office of the court, it will be unnecessary to have a frame or speaker in the central location."

Robert A. Latimer

Pittsburgh

Reports from the trade here say a definite uptrend in business came with September for most type of machines. General business reports here support that idea.

Keystone Bottlers Protective Assn., in its fight against the state tax of one cent on a bottle of soft drink, reports a survey of the trade shows the tax to be "ruinous," and that the bottling business has dropped as much as 50 per cent. State officials reply that "not a single bottler has gone out of business." Operators of soft drink vendors report business holding about even for them.

Cigarette operators also have an increased tax, now four cents, and its effects on machines sales are being watched. The Cigarette Merchandisers Assn., Inc., adopted the policy of still selling at 20 cents and the operator and location share in absorbing the increase of two cents in the tax. Joseph McGlenn, president, was a champion of the idea and results thus far indicate that the policy is a wise one.

Only recently your correspondent was in a cigarette store, when a customer came in and asked for two packs. As he had been patronizing the machine-vended cigarettes previously, he laid down 40 cents, the machine price, for the two packs.

"Six cents more," said the salesman behind the counter.

"But all I pay for them is 20 cents a package," protested the customer.

Although he produced the extra six cents, the man left, vowing "never again for me. Hereafter I'll stick to the vendors."

J. I. Simon, attorney for the Cigarette Merchandisers Assn., Inc., and Mrs. Simon are receiving congratulations from friends, including members of the association, on observing their twenty-fifth wedding anniversary.

With considerably more than 200 machines out, William H. Bicket, distributor of Electro-Serv, Inc., hot popcorn vendors, goes on record that the fall months are the best season for business in his line. With reopening of the schools for the season, there usually is a slight let-up in vending machine business, but when the children are settled down to study, in their new tasks, once more they still find time to patronize those luscious products in the popcorn line.

Louis G. Popkins, of Pittsburgh Coin Machine Exchange, says the ending of the summer outdoor and park season will boost pin ball play considerably. He feels a lot of operators who have been complaining will now cheer up.

Kennywood Park, Pittsburgh's most important summer playground, reported a better Labor Day week-end than in the preceding year. Brady McSwiggan, one of the owners, estimated that the three days, Saturday, Sunday and Monday (Labor Day) drew close to 100,000, the receipts for Labor Day alone being up 16 per cent. Through the season nearly all coin machine games were active most of the time.

Irwin A. Silverman, inside man for Acme Novelty Co., says it is surprising the great number of professional men who get amusement and recreation by playing the pin games. And Irwin knows whereof he speaks, as one of his relatives is an attorney, and much given to taking a fling at the games. Among the favorite forms of amusement are basket and football games, with target shooting as a good drawer, especially among the younger element, says Irwin.

Like-Em Peanut Co., Inc., of Pittsburgh, announces that the reorganization of its corporate structure, under way since early in February, has been completed. Frank A. Cregg, president for a number of years, has retired. He was succeeded by Ralph F. Lackey. Joseph Alterman is chairman of the board, and C. A. Dufty is general sales manager.

William R. Mitchel

Kansas City

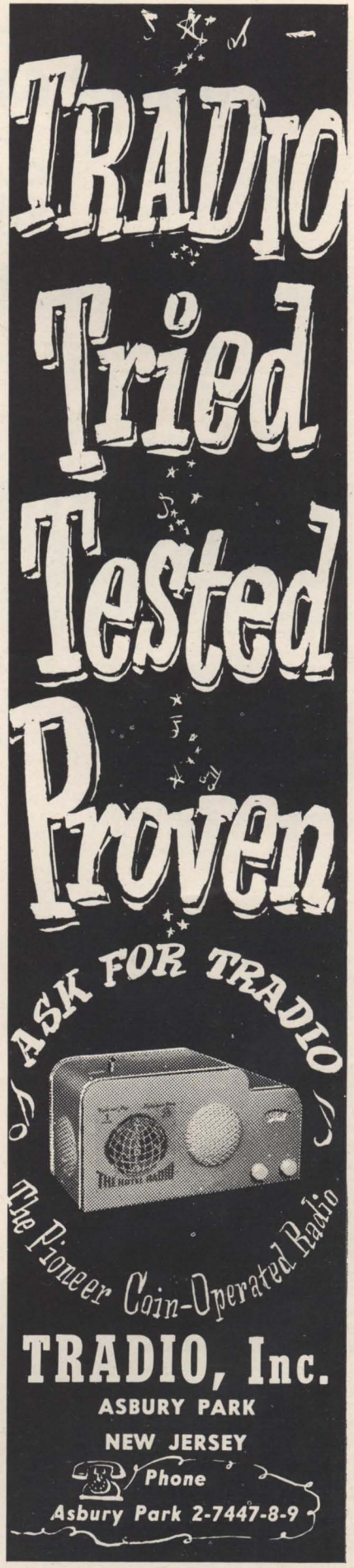
Favorable business conditions here and the arrival of the fall season has helped the coin machine trade. The new games have been getting a fair play. Several operators have adopted the practice of moving the newer games and those with lots of action to the spots where younger players congregate, while the slow action games go to taverns and spots where older people are found. The practice helps play. Reports say phonograph play definitely is increasing on some routes.

A meeting for Region VIII of the National Automatic Merchandising Assn. was held here Sept. 19 and 20. G. W. Francis and Francis H. Allen had been "drafted" by NAMA to plan for the meeting, which was considered a real success. The two men operate the Automatic Canteen Co. here. Among other attractions and favors shown visitors was a bus trip to the Vendo plant. Top officials of NAMA were here and spoke on various subjects.

Francis reported that candy machines for vending candy, nuts and gum, are arriving in fair quantity now.

Mildred Wade, Brown Music Co., reports that their routes are picking up, some spots yielding the biggest collections in years. Harry J. Brown returned from his Ozark mountain vacation about the time Archie Kepford, service department, left for his vacation with his family. Johnny Nelson, service manager, got a big bang out of the surprise party given him at Miss Wade's home, celebrating not only his birthday but the advent of his ten years of service with the firm. Jane Nowak, one of the record girls, is vacationing in Texas. W. B. Quinlan, Seneca operator, visited with the company and reported business fair to good.

Although the first reporter to visit the new offices here of the Frankel Distributing Co., distributors for Packard *Pla-Mor*

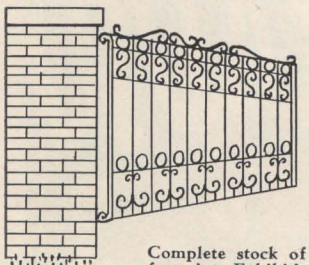


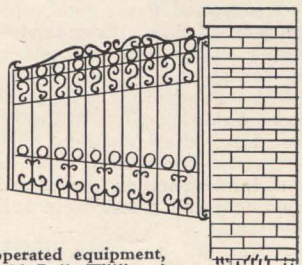
In San Francisco

THE GOLDEN GATE OPENS WIDE

AT

GOLDEN GATE NOVELTY COMPANY





Complete stock of all makes and types of coin-operated equipment, featuring Exhibit's *Mam'selle*, Chicago Coin's *Gold Ball*, Williams' *Flamingo*, Keeney's *Click*, Genco's *Honey*, Bally's *Silver Streak*, *Jockey Special* and *Jockey Club*, United's *Hawaii*, and Gottlieb's *Bowling League*.

Special attention to the export trade

Wire collect, phone MArket 1-3967 collect, or come in to

GOLDEN GATE NOVELTY CO.

701 Golden Gate Ave, San Francisco 2, Calif.

phonos, we just have a release from Charley Page, office manager, to report some news about his firm in this column. Two new salesmen have been added to the staff: Mike Oakley, from the Des Moines office, will cover Kansas; Nelson Williams will work the Missouri territory. The home office for Frankel is in Rock Island, Ill. Other branches are located in Sioux Falls, Omaha, and Des Moines.

Irwin Weiler, Consolidated Distributing Co., made a flying trip to Chicago and back and was glad to announce his firm had made its August quota for *Rock-Olas* and feels sure he will do the same in September. "We're receiving shipments of Williams' *All Stars* baseball games and the reaction is good. Jack Barabash, from the *Rock-Ola* factory, is here using their Visual Cast for service training. Jerry Adams, sales manager, recently won the first round of golf in the first championship flight at Santa Fe Hills here."

J. J. Wilson told of T. C. Crummett, Central Music Distributing Co., being in Chicago on business. They feature Wurlitzer phonos.

Russell Gates, G. & S. Distributing Co., reported his firm had units in two hundred locations and that he noticed an upsurge in the take in rural areas. In order to brighten up the corners where he operates, he is redistributing *Super Scores* and other games with lots of action where the young folks gather and the slower tables in spots where the older folks congregate. G. & S. feature all lines of pin games and *Rock-Olas*.

Cooler weather and possibly more loose money as the result of the cashing in of terminal leave pay checks has helped business at Music Service Co.

Barbara Wolberg, W-B Music Co., is certainly a helpful girl. She goes to a lot of trouble to dig up names of recent visitors for me. These include: Bill Betz, W-B Novelty Co., St. Louis; Ivan Starks, Marshall; O. A. Welch, Automatic Music Co., Trenton; Louis Pappas, Parsons; William Moots, Trenton; Pat Houston, Cassco Amusement Co., Garden City; K. D. Smith, Coin-O Amusement Co., St. Joseph; Sonny Nelson, N. & M. Music Co., Richmond; and Martin Gheer, Topeka.

Your correspondent was presented with a baby daughter on August 15, weighing nine pounds and 11 ounces, named Blythe Darlyn. I've told her about how business is and by golly, she understands! She doesn't cry at night!

Dev Thatcher

Columbus

Lifting of sugar controls has done much to bring about a brighter candy bar situation. Nearly all candy machines show evidence of this by reflecting fuller machines. Now one can find more of a variety of candy in the dispensers. Of course the lesser known brands which made their appearance during the war are still to be seen, but the old familiar names are coming into prominence more and more. With cooler weather demand will increase.

Cooler weather will also mean a lessening of demand for soft drinks, which just now are really reaching fuller production. Local newspapers have been carrying full page advertisements during recent weeks heralding a famous cola's increased production schedule. Supply in this field has not been too big a problem for most venders.

Pin ball machines and other games have been holding relatively steady so far as summer play is concerned. The return of the tavern crowd from vacation haunts will once more find play increasing. Nearby Buckeye Lake Park annually draws off a lot of play from Columbus locations, but Labor Day meant the finis to that. Several Lancaster and Newark operators, however, will be affected by this.

Ohio residents are continuing to smoke cigarettes at a much higher rate than they did a year ago. A monthly report from W. D. Bailey, chief of the division of cigarette tax of the Ohio Department of Taxation, disclosed that total net sales of revenue stamps for the first eight months of 1947 were $10,606,216 as compared with $10,190,354 a year ago. Sales for August were $1,474,783, an increase of $44,528 over 1946. This was 4.08 per cent greater than the 1946 period. Local cigvenders are, of course, happy with the upward trend in business. As long as supplies continue in adequate quantities they harbor no regrets.

Smaller tavern attendance has cut into the play on coin phonos, the same as games, but cooler weather will fix that up satisfactorily. The impending football season — which creates the biggest crowd of pigskin addicts in the country here — will weekly find taverns filled to capacity. As yet, we have no television equipment in local bistros to compete with music boxes.

Paul Cromley, licensing agent for the city of Toledo, reported recently that Toledo's own 1947 "jackpot" on city-licensed pin ball machines totaled $132,000 at the end of July. The city collector said this indicated that 1,324 pin ball or other coin-operated amusement devices now are on location in stores or other establishments there. This represents an increase of 95 over the same period of 1946. At the same time last year, $122,900 had been collected on pin ball licenses at $100 each.

Helen L. Jackson, a local resident, is seeking $25,000 damages in a suit filed in Common Pleas Court recently against the Automatic Canteen Co. of this city. She charged she found glass in a candy bar she obtained from one of the firm's machines at the Fisher Body Ternstedt Division plant last Jan. 10. She claimed she suffered ill effects from eating the glass.

Mitzi-Lee Shaucet, daughter of Jack Shaucet, owner of Times Tonomatic Corp., married Irvin Y. Lichtenstein, son of Mr. and Mrs. Sam Lichtenstein of this city in Temple Israel Aug. 31.

Vacationers recently at Rye Beach included Edward E. Shaffer of Shaffer Music Co. and Mrs. Shaffer, along with the kids. Rye Beach is on Lake Erie . . . In the Senior Golfers Tournament recently held in Columbus, Estel E. Shaffer turned in the fine score of 329 for the four times around the course.

Clarence Smith, owner of the General Coin Machine Co., found himself in the Industry about four years ago when he sold his interest in an apple orchard and took over a route of ten machines. Slowly he built up his route until today General Coin Machine Co. has over 100 machines on location, mostly music boxes . . .Smith's son, Paul, helps service the route and picks records for the machines. Paul has one location where the owner's small son is always ready for a game. "I play with him for a little while every time I am there," says Paul. "Maybe it's basketball, or boxing or football or baseball or a new game he has found." A good way to keep satisfied locations.

The nationally known Zane Caverns near Bellefontaine, Ohio, which are owned by George A. Nebel and his son, Bernard "Nick," owners of the G. N. Vending Co. here, are constantly being improved. "Nick" is the manager of the park. He has built up a free park at the entrance with over 100 acres of forest and scenic canyons. Visitors to Zane Caverns are registered from nearly every state in the union and half a dozen foreign countries every year. A typical summer weekend will find over 1000 at the park, with several hundred taking the trip through the caverns. Several local coinmen have made the cavern trip.

Bob Burris, manager of the Charleston, W. Va., office of the Shaffer Music Co., was formerly associated with the Criminal Investigation Bureau at the London Prison Farm in Ohio. He is the brother-in-law of Harvey Hobbs, Shaffer salesman in eastern West Virginia. Bob makes his home with Harvey in Columbus and commutes weekly to Charleston.

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Acceptance Corporation

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761 PEACHTREE ST., N.E., ATLANTA, GA.
710 CONSTRUCTION BLDG., WOOD AND AKARD STS., DALLAS, TEXAS

Joe Dobkins of Dobkins Brothers, Wheeling, recently enjoyed a grand vacation in California . . . Henry Orum of Wheeling's Ace Coin Machine Co. recently returned from a nice long vacation to the sunny California climes, also . . . Jack Young of Bridgeport is another coin machine operator who headed for Canada for his vacation trip. He enjoyed a nice vacation in the Northland.

Recent visitors to Coin Machine Row were Louis Colaner of the Lux Novelty Co., Urichsville, and Howard Grogan of Parkersburg, both operators in their respective cities.

Wirt Ferrell of the Ferrell Amusement Co., Huntington, recently removed a phono needle after it had travelled 27,529 plays, which is quite a few miles around the turntable. "The only reason we removed it then," he said, "was because it sounded bad on one particular record. The needle played okay on the other 19 records." . . . Walter Sauvegot of Wheeling has a new truck . . . Dobkins Brothers of the same city are sporting a brand new Dodge truck.

Homer Bodley, of City Coin Machine Service in Moundsville, was enjoying a nice vacation recently . . . Kenny Kelsey, of Central Music Co., Columbus, is now driving around town in a new Hudson Commodore convertible coupe . . . C. J. Starbuck, Colerain operator, recently returned from his vacation trip . . . Speaking of new cars, Jim Bodley, of Moundsville's City Coin Machine Service, is sporting a new Hudson Super Six.

When George Johnson, Parkersburg operator, needed repair work on amplifiers in a hurry recently, he got prompt action. George stepped into his Luscombe airplane and flew the parts to Columbus. The amplifiers were repaired and he was back in Parkersburg the same day.

Mrs. Katherine Wikoff recently opened Portsmouth's newest coin device, a self-service laundry. She has installed six washing machines and two dryers.

W. C. Arthurs

Philadelphia

Most coin machine operators in Philadelphia were happy to see the summer pass and were looking forward hopefully to fall business.

The cigarette operators, who normally experience the biggest boom in summer time, feel that the fall will be better for them than the vacation period just passed. Reason is peculiar to the cigarette trade and peculiar to this year. And the answer lies in one word: "Smuggling." Because of a doubled tax on cigarettes in Pennsylvania, many vacationers and visitors to Jersey resorts have been bringing back cigarettes by the carton from New Jersey, thereby avoiding the tax. Operators feel this made a big dent in their summer revenue and are looking forward to the end of smuggling when the shore-to-city traffic ceases.

Over at Kwik-Cafe, operators of the coffee machines, the fall is being heralded as a sure business getter. Coffee sales have continued slow because in Philadelphia, summers are not conducive to consumption of hot liquids.

Soft drink vendors have reported good sales, and although machines are not as plentiful and as cheap as many would like to see them, they are finding their way to more and more new locations.

Other vendors, including penny gum, candy and nut, and the five-cent varieties, are reported as doing well, although complaints are heard about the prices of supplies.

Music machines are still suffering from decreased taproom attendance and the inroads of television. Game machines are reported as holding about the same position for the past few months.

Operators whose machines are on location in factories, office buildings and other places where large numbers are employed, feel there may be some slight improvement in collections since the vacation season is over. They reason that if a plant gives two weeks' vacations to all of 500 workers they lose the business of 500 persons for two weeks during the summer — which amounts roughly to a day's collection per week.

Operators whose machines are on location in stores near schools also are looking forward to increased trade now that children are back in school.

The country club trade is also looking forward to the fall. Usually country clubs in Philadelphia experience a light attendance during the summer months because their members can afford to go away and escape the heat of Philadelphia. This year, with business booming, country clubbers did not take such long vacations, but stuck to the job of making money. It was good for local business.

Joe Silverman, business manager of the Philadelphia Amusement Machines Assn., reported that his organization will start an expanded program for fall meetings. During the summer, there was little association activity.

Coin machine row did a lot of talking about the recent adventure of Carl and Roy Rogers, Fred Stumm and Frank Hammond, who had an exciting sea-escape recently. Fishing off the Atlantic Coast in

BADGER'S Bargains

"Often a few dollars less—Seldom a penny more"

LOS ANGELES see Bill Happel

MILWAUKEE see Carl Happel

RECONDITIONED CONSOLES

KEENEY BONUS, 1-WAY	$350.00	KEENEY BONUS, 2-WAY	$595.00
BALLY DE LUXE DRAW BELLS	395.00	KEENEY BONUS, 3-WAY	895.00
BALLY TRIPLE BELLS	595.00	BALLY DRAW BELLS	250.00
EVANS 1946 BANGTAILS, F.P., P.O.	495.00	MILLS 4-BELLS, LATE, 5-5-5-5	225.00
MILLS THREE BELLS	275.00	MILLS 4-BELLS, ORIG., 5-5-5-5	149.50
KEENEY 4-WAY, 5-5-5-25	189.00	KEENEY TWINS, F.P., P.O.	159.50
BALLY CLUB BELLS, F.P., P.O.	49.50	KEENEY SUPER BELLS, F.P., P.O.	69.50
BALLY HI HANDS, F.P., P.O.	49.50	MILLS JUMBO, LATE, P.O.	49.50
MILLS JUMBO, LATE, F.P., P.O.	69.50	JENNINGS SILVER MOON, F.P.	49.50
MILLS JUMBO, LATE, F.P.	49.50	EVANS LUCKY LUCRE, 5-5c	69.50
BALLY HI HAND, 25c, F.P., P.O.	49.50	EVANS LUCKY LUCRES, 3-5c, 2-25c	89.50
BALLY ROLL 'EM, 5c, P.O.	49.50	EVANS 1946 BANG TAILS, P.O.	495.00
LATE MILLS 4-BELLS, 3-5c, 1-25c	245.00		

NEW EQUIPMENT FOR IMMEDIATE DELIVERY

STRIKES 'N' SPARES	WRITE	ELECTRO BOWL-A-LINE	WRITE
ENTERPRISE "BIG CITY"	WRITE	NEW WESTERN POKERINO	WRITE
SUPER TRI-SCORE	WRITE	GENCO ADVANCE ROLLS	WRITE
NEW KEENEY "HOT TIP"	WRITE	GENCO HONEY	WRITE
NEW KEENEY CAROUSEL	WRITE	CHICAGO COIN GOLD BALL	WRITE
NEW KEENEY "CLICK"	WRITE	BALLY BALLYHOO	WRITE

RECONDITIONED SLOTS & NEW SAFE & STANDS

MILLS BLACK CHERRY, ORIG., 5c	$165.00	MILLS BLUE FRONT, ORIG., 5c	$ 84.50
MILLS BLACK CHERRY, ORIG., 10c	175.00	MILLS BLUE FRONT, ORIG., 10c	89.50
MILLS BLACK CHERRY, ORIG., 25c	185.00	MILLS BLUE FRONT, ORIG., 25c	99.50
NEW BLACK CHERRY	WRITE	SINGLE WEIGHTED STAND	24.50
NEW GOLDEN FALLS	WRITE	SINGLE REVOLV-A-ROUND SAFE	84.50
TRIPLE REVOLV-A-ROUND SAFE	269.50	DOUBLE REVOLV-A-ROUND SAFE	123.50

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT.

Badger Sales Co., Inc.
2251 WEST PICO BLVD.
LOS ANGELES 6, CALIF.
ALL PHONE DR. 4326

Badger Novelty Co.
2546 NORTH 30TH STREET
MILWAUKEE 10, WIS.
ALL PHONE KIL. 3030

a cabin cruiser, their craft developed engine trouble 18 miles off shore. After they were long overdue, their wives notified the Coast Guard, who sent out a search plane from New York. When finally picked up the next day, they were without food or water, although they did have a good tuna catch.

Stumm, by the way, has just become the Philadelphia, Delaware, Maryland and District of Columbia representative for Lehigh Foundries, Inc., manufacturers of the *PX* cigarette vendor. Stumm formerly was with Keystone Vending and Scott-Crosse. Hammond is also affiliated with Stumm.

Rake Coin Machine Exchange is adding an expanded parts department. It also is remodeling its building. Joseph Rake plans to make the place one of the best looking buildings in the local coin fraternity.

Rudd-Melikian, Inc., makers of the *Kwik-Kafe* coffee machine, have sent display models of their vendors to Harold Smoot, vice-president of Kwik-Cafe of California, Inc. First shipments of the machines for sales were scheduled for September.

Music box operators plan to jump on the Freedom Train bandwagon by plugging the *"Freedom Train"* song on all music machines. This will be another promotional stunt of the Music Machine Operators Assn. of Eastern Pennsylvania.

Bob Stein, financial secretary of the amusement machine association here, has purchased Peerless Vending Co. from Joe Hirsch. The latter, president of the newly-formed Associated Amusement Machine Operators of New York, Inc., has begun operating in New York.

Across the Delaware River, in Camden, "Launder-Rite" started its automatic laundry service at 1309 Broadway.

In Philadelphia, Model Vending started doing business under the Fictitious Names Act, with William Slawetsky and Sidney Balin operating and distributing.

The Automatic Beverage Corp., Wilmington, Del., applied for a certificate of authority to do business in Pennsylvania "to manufacture, lease, operate and deal in automatic vending machines, and the manufacture and sale of soft drinks and ingredients thereof for vending in such machines."

Soft drink firms engaged in heavy advertising schedules by radio and in the daily papers here. Coca-Cola ads of full page size picture four different types of bottle vendors, three of the automatic variety.

Scott-Crosse reports that returns from *Strikes 'N' Spares* are still running high. Sam Stern, president, received praise from James T. (Jim) Mangan, public relations director for CMI, for its monthly trade paper, *The Operator*. The publication is an eight-page tabloid and contains features, service tips and news.

Herman Brandschain

Cincinnati

A jolt was handed this town, priding itself on its low costs, when two recent polls showed the cost of living increase here to be several points higher than the national average.

There was consolation, however, in the report of the Office of Unemployment which listed 356,000 local job-holders, and stated that business confidence here dissolves any fear of a depression, "barring unforeseen circumstances, national in scope."

Against this was the estimate that heavy industries, suffering from lack of steel, were experiencing lay-offs up to 25 per cent of their personnel. One auto concern alone sent 1500 men home temporarily.

These statistics and the weather have a bearing on the report which follows.

Candy naturally moved very slowly during the hottest weather on record. Operators say some brands are in short supply because of shipping difficulties, inability of manufacturers to obtain sufficient trained personnel, and the shortage of steel. All look for a substantial pickup with the advent of cooler weather.

Nuts were off seasonally and because the old crop is petering out and the stock is not so appealing to consumers.

Gum sales held up remarkably well during the torrid blitz, both penny and five-cent items.

The arcade business suffered from the weather and too much competition from Coney Island and Lesourdsville. Now that these places are through for the year, the arcades are optimistic.

Pin balls lost much of their play to the resorts, too. The future looks bright. As for consoles, there are none in operation here.

Sales of records were very good, but only to the general public, falling off seasonally to the music box trade.

Folk in this latter business say business was not so good, but one distributor threw an interesting light on this. He said operators are inclined to make comparisons with war business, when some plants operated 24 hours, 7 days a week. Comparisons with the present 40-hour work week are deceptive.

He stated further that if operators would check their gross with peace-time receipts, the over-all picture would show an increase. Business, he said, is in a state of flux, and will shortly find its level. The outlook, he believes, is very good.

Soft drink machines did a land-office business, reporting sales as the highest of the year.

Milk vendor operators say business was very good at ten cents per operation, but are worried about milk prices getting out of line, as well as their inability to get new vendors. Both factors prevent extensive plans for expansion.

The resilient cigarette vending business bounded to a new high, in spite of the ups and downs it goes through each time prices change. One operator reported the best month since 1944.

The proposed $40 tax on music machines is in the hands of a Council committee, and the APOA delegation has nothing to report as yet. The consensus of opinion is that the tax will be less than $40, and many believe much less.

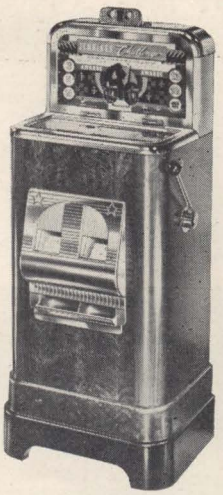
Secretary-Treasurer Charlie Kanter, of the Automatic Phonograph Owners' Assn., who was stricken seriously ill, is now at home recuperating. His stay at the hospital was lightened by the news of the arrival of Barbara Anne, his new grand-daughter. The little one is the daughter of Helen and Leonard Kanter, whose nuptials were reported in this column last year. All doing fine.

The first meeting after the summer adjournment of the Hamilton County Cigarette Vending Machine Assn. was held on the 26-foot river cruiser of Vice-President Ted Schwartz, and gave the occasion an opulent air.

THE REVIEW felicitates Shirley Schultz and Marvin Schorr on their impending marriage, October 19. Shirley is on Max Callison's staff and she will honeymoon in Chicago and environs.

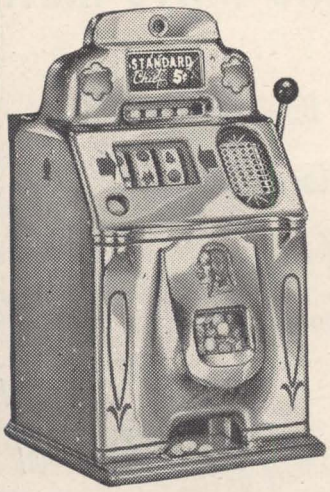
Joe Stenger, top mechanic for Abe Salman, shuffled off to Buffalo with his base-

The Sensational Jennings Twin-Play Console CHALLENGER



5c and 10c Play 5c and 25c Play

This remarkable Console Type Machine features 2 coin chutes, 2 jackpots, but only one mechanism. The Challenger has the same durable, time-proved features found in the famous Jennings Chiefs.



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1c, 5c, 10c, 25c, 50c, $1.00

The Only New Chrome Front Machine Made

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ball team, and in spite of Joe's excellent catching—lost!

Howard Derringer, brother of Pitcher Paul, is also in the automatic drink business, serving both theaters and industrial locations.

Milk Vender Ed Alf, of Cedar Hills Farms Dairy, was lucky enough to land a one-ton Dodge truck.

The APOA welcomes back to the Industry, Sam Butler, a veteran operator, after a brief, irksome absence.

Ed Barthel, of Globe Games, is a miniature racing car fan. Eighteen local men own about 100 cars which they race for sheer joy at their Queen City Racing Club grounds. As yet no one has discovered how to put a coin in a chute and make money on them.

Garner Berlt, of Checker Amusement, Huntington, besides being a miniature racing car addict, owns a private plane, a Beechcraft *Bonanza*. He gallivants about the country seeking new locations in his sky-wagon. Garner used to be a speedboat racer on the Ohio before he took to the air.

Junior Olympics, a juvenile delinquency prevention measure, publicized locally by "Caesar" Wallace, held its national field and track meet at Cleveland recently and Cincinnati won its second straight championship.

Sixty-seven boys and girls ranging from 10 to 17 years, scored 200½ points in copping. One hundred fifty thousand children participated in the home games in 14 cities. Wallace is delighted, to say the least, and hopes other Industry men might become interested in this worthy cause in other cities throughout the nation.

It is now 14 straight for Paul Pusateri's American Legion team, with a pennant in sight.

FAG-END VACATION NEWS: Two Chevrolet sedan delivery trucks are the reasons for the smile on Will Magly's face after his two weeks at Indian Lake with his family. . . . Ruth Wiseman, of Capitol Records, just returned from a second honeymoon, she being a bride of but a few months. . . . Dwight Carpenter and Al Strickler, of Stern Cigarette, had an enjoyable Michigan vacation. . . . Helen Leassner, of Ohio Specialty, was thrilled by her trip to Marblehead, on Lake Erie. . . . Pat Harding, of Globe Games, attended a Macedonian Convention in Indianapolis and was fascinated by the weird tribal music. . . . Milt Cole's Rita Henninger is recovered enough from her illness to take a trip to Canada, New York, and Washington. . . . Lou Schoenlaub and family are back from Cliffty Falls. . . . Bob Mitchell and family sporting a fine coat of tan acquired at Indian Lake. . . . Charley Streicher, on Sam Chester's staff, vacationed at St. Louis, while his side-kick, Bill Strassel, used his two weeks in a futile attempt to beat the heat at home. . . . Vice-president of APOA, Harry Hester and family, went to Lake Leelanau, in Michigan, to help Mrs. Hester recover from her recent serious illness. . . . Mr. and Mrs. Milton Cole are vacationing midst the cool forests and lakes of Wisconsin.

Birthday greetings to Joe Weinberger, Charlton Wallace, Paul Derringer, and Laura Allen of Weisbrodt's.

George Keith

Los Angeles

Business conditions along Coin Row continue to show a slow but steady improvement. Operators of most all types of equipment report that collections took a marked rise soon after Labor Day. A healthy sign is that very little equipment is gathering dust in distributors' and jobbers' showrooms but is getting out on location almost as fast as it arrives. Deliveries from the East are picking up all the time, and in some cases are back to normal.

C. A. Robinson is back from a meeting with the Jennings people in Chicago where he got a preview of new Jennings models which he says will give operators still better ways of making money. Robinson was received with open arms in Chicago—and the reason was that he took back orders amounting to well over $60,000. That made a nice impression with the Jennings officials —and Uncle Sam should be pleased, too, around income tax filing time.

Bob Stark of Ideal Weighing Machine Co. tells us that this year had the best scales summer of any in a long time. Resorts were packed throughout the season and people were really watching their weight. Stark made a 10-day trip through Arizona, New Mexico and Utah, and found business good everywhere he went. Ideal Weighing is increasing its production of *Aristocrat* scales, as a result of a lot of new orders.

Another firm which reports an upswing in business is Alpha Distributing Co., specialists in 30-wire cable. W. E. Simmons states that September was a record-breaking month for the sale of cable.

L. B. McCreary is back at Solotone after an extended 4½-month vacation spent in Colorado, Idaho, Canada, Washington, and Oregon. Looking well and rested, McCreary says that Solotone equipment is moving exceptionally well.

Out-of-town coinmen seen at Badger Sales: E. E. Peterson, San Diego; Charles Koski, Long Beach; J. S. Glover, Tustin; J. M. Sorensen, Lynwood; L. D. Schriefer,

(See LOS ANGELES, Page 60)

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AUTOMATIC MUSIC

Teen-agers Pick Top Tune For Operators

PHILADELPHIA — The record *Near You* had top billing in September on every one of the 5200 music machines operated by members of the Phonograph Operators Assn. of Eastern Pennsylvania as the result of balloting at the August 30 "Click Tune of the Month" party.

At the party, the association in cooperation with Frank Palumbo, entertained in the latter's Hollywood-like Click theater restaurant more than 1400 teen-agers, who voted *Near You* the best of 12 records submitted by record companies for their consideration.

The party, like others of the monthly series, was attended by many big names in the entertainment, radio, record and music machine business. Among those who came was Mannie Sacks, vice president of Columbia Records.

Sacks said he thought the parties were the best good-will stunt he has ever seen any association perform in its local community. He was especially gratified by the orderliness and enthusiasm of the youngsters who heard the records played on a music machine and then got down to the serious business of passing judgment on what they heard.

Tentatively scheduled for October is a teen-age fashion show as an added entertainment feature. Every party thus far has featured the giving away of record albums and phonographs with the compliments of record companies, to lucky ticket holders. But in addition, little take-home novelties are being planned for every one. This started in modified form at the August 30 party when all the girls were given roses to take home. All youngsters at the September 20 party were given miniature orchestra batons. Other gifts are being planned for later parties.

No Price Increases At Present, Say Record Manufacturers

CHICAGO—When prices were hiked on Columbia records recently, operators of phonographs feared it was the beginning of a wave of price increases. The retail boost from 60 to 75 cents on Columbia pop records was considered a fairly stiff advance in price and led music operators to turn from talking about high prices on machines to increasing costs of records.

Reports soon suggested, however, that a general price move upward was not under way. Spokesmen for Victor, Decca, Capitol, Majestic and MGM are quoted as assuring the retail trade they do not plan to announce increased prices at the present time.

A Decca official stated that for six months his firm has been producing the 75-cent "Personality Series" and no price increase will be necessary. Charles Roberts, sales promotion manager for MGM, said his firm had no plans to hike the price at present.

An official of RCA Victor explained his firm is constantly checking on costs of production and may at times lower the price on some records and raise it on others. But there is no plan to make a general price increase on Victor records, he said.

A spokesman for Sonora said there appeared to be no necessity for increasing price on their records now. He further stated that the firm is not catering to the coin phonograph trade at the present time, but concentrates chiefly on albums for the retail trade. Sonora attracted attention with a 39-cent record earlier in the year but later raised it to 50 cents.

Majestic issued its annual report recently, showing that its record division was responsible for the loss item of $273,766. The subsidiary lost due to the widespread summer slump in retail record business, the report said, but plans are being made for a good recording year in 1948. Factory costs have now been brought in line with competitive firms and Majestic records are expected to go on to ever increasing popularity. There is no plan at present to raise prices.

Capitol also issued a statement that it would hold firm the price line and would not go along with the present price increase trend. The firm has 60 and 75-cent labels.

A prominent Chicago operator having 500 coin phonographs was asked his reaction to the prospect of higher prices on records. He said if prices get higher he would be compelled to change his buying practice and cut down on the total volume of records bought. The only chance for a music operator to meet higher costs of records is to reduce his total purchases, he said. In the past this operator has followed the buying practice common to many operators: he buys 100 each of records reported to be coming into popularity and then buys large quantities of the ones that really click. In the future, the Chicago operator says he will cut down his preliminary buying and wait until a record proves to be a hit; then he will buy in large quantity.

The so-called polls and lists that presumably show when a record is coming into popularity came up for criticism by

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This association has saved the operators thousands of dollars in unfair taxation. Automatic music is a legal, legitimate business and we shall always fight to keep it so. We are interested at all times in hearing from other associations in the nation and exchanging worthwhile ideas and suggestions with them. Please write.

GEORGE A. MILLER, State President
128 EAST 14TH STREET, OAKLAND 6, CALIFORNIA

Jack Kapp recently. He is head of Decca and has returned from a trip to Europe. Kapp said many of the polls are phoney and have a definite aim to prove a desired result.

Recent formation of a national organization for disc jockeys brought them into the news and also much discussion about the part they play in making a record popular. Some manufacturers are saying that the repeated playing of a record on the air soon brings public reaction and cuts down retail sales. Retail sales of records dropped early this year and has set the industry trying to find explanations for it. One reason given is that the public hears the records too often on various radio programs and soon tires of a particular tune. It seems to be a case of overdoing a good thing. No criticism has been aimed at phonos since the public has a chance to choose the records it will hear and the variety of selections on each coin phonograph prevents repetition to some extent.

When retail sales began to drop in April some of the companies revised their output estimates downward. The over-all estimate for the year's production for the industry was revised from 400,000,000 to 300,000,000 records and the latter figure will more probably be correct. All manufacturers plan to keep output in full swing during the fourth quarter and there are a number of plans under way which will likely increase total output early in 1948.

Internal Revenue reports on phono record tax returns give a pretty fair index to the progress being made in manufacture of records. The fiscal year ending June 30, of course, marked a gain of more than twice the previous fiscal year. Revenue on records in July this year, however, showed a drop of $26,380 from July 1946. Revenue on records in June this year amounted to $869,755, showing a considerable gain over June 1946. July revenue this year amounted to $587,966.

Outlook for the fourth quarter is that the revival of the oldies will continue to the end of the year. Music operators seem to like this trend and will be good customers for good recordings. Many explanations have been given for the success of some of the revivals and some criticism is made of Tin Pan Alley for not coming up with a lot of new tunes to compete with the old ones. One music paper advances the idea that it is the interpretation given the old tune, and says there is too much of a tendency among the record makers to try to copy successful interpretations.

The revival of old tunes has been a great benefactor to independent recording companies, enabling some of them to steal top spots from the major recorders. If the popularity of these oldies continues into another year, it means the way is still open for other indies to race for the front position. The story of *Peg O' My Heart* (Vita-Coustics) is familiar to music operators and when the year reaches its goal of around 300 million records, this one recording will have more than a million discs in the total. Mercury's *That's My Desire* is said to have passed the 750,000 mark. More recent reports say recordings of *Near You* (Bullet Records) is climbing fast and one pressing plant manager said the output may go to 16,000 daily very soon. Back orders are said to be over 400,000, which means that the number will be among the leaders at the end of the year. *Variety* magazine suggests that Como's recording of *Sweet Sixteen* (Victor) still seems destined to become top record of the year, but "it hasn't won yet."

Still another development that may aid the indies is in the rumor stage in New York. It concerns a report that Aluminum Corp. of America, supplier of aluminum to the recording industry, may help finance some of the smaller recording companies, or even help new companies get into the business.

Petrillo is back in the record picture again and so is the question of copyrights. National Assn. of Broadcasters, at its recent convention, considered anew the question of copyrights but the most important issue was a question of code of ethics. Music operators got a hint of what could happen if the federal copyright law is changed, when ASCAP recently asked theaters for what amounts to a 300 per cent increase in fees.

Petrillo's concern, and record manufacturers too, is the Taft-Hartley law. The new labor law bars payment of royalties by a manufacturer to a union, and Petrillo has announced his organization will issue no more recording licenses until the question of royalties to AFM is settled. Some major recorders are said to be trying to find some way to pay the usual fee to AFM, in spite of the new law, for fear that Petrillo may stop all recordings by members of his union as was done once before.

If events should happen that Petrillo stops his AFM members from recording, Decca is said to have an advantage in the imports of British pop tunes that can be used to meet demand here.

Data is not available to determine how much of an increase in record buying is done by operators since the end of the war, and especially to fill the many new phonographs that have been placed on location. The low in phonographs in use was presumably reached in 1945 and reliable estimates by suppliers to the automatic phonograph trade place the number of new machines put into use since V-J day at 100,000 to 120,000. As many as 100,000 new phonographs would call for a lot of records to keep them going.

Competition is increasing among music operators and this calls for the best in records as well as in machines. Reports are increasing of unethical competition in some cities. Rumors of location trouble have circulated in Chicago since early spring and the reports increase slowly. A trade paper not in the coin machine field recently reported that competitive troubles were showing up in Denver, in the form of the old story of the big operators squeezing out the small men.

Competition from television in taverns is here but the Chicago trade does not seem alarmed about it. A recent check on a route of 500 machines, revealed only 56 locations with television sets. The operator who made the check said he had no information yet as to how much television may actually cut earnings of a phonograph in a location. His opinion is that competition from television is not as great as may at first seem.

"Constellation" Ready For Immediate Delivery

OAKLAND—In announcing that operators may now receive immediate delivery of the Mills *Constellation*, Warren H. Taylor, general sales manager of Mills Sales, Ltd., said: "No phonograph on the market today has equalled the earning powers of the *Constellation*, and I base this outstanding performance primarily on the six-hit-tunes-for-a-quarter feature."

Taylor also announced the appointment of Carl M. Van Meter as manager of the Las Vegas branch of the firm and the transfer of Chuck Neilson, service man and salesman, from Las Vegas to Oakland.

After negotiating with Pacific Greyhound executives, Taylor has concluded an arrangement for installation of coin machine equipment in the company's stations.

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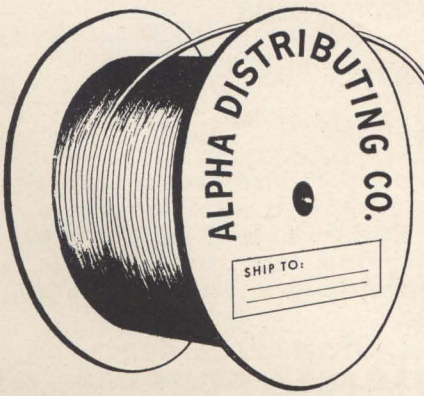

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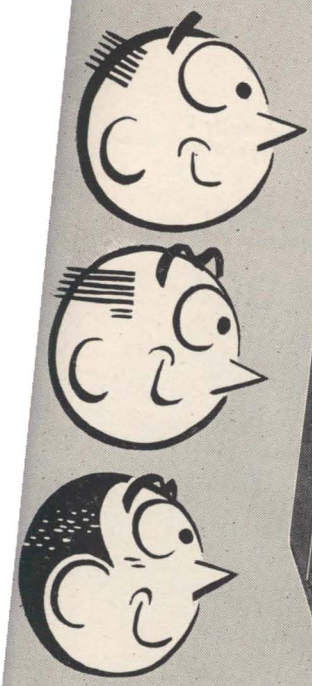

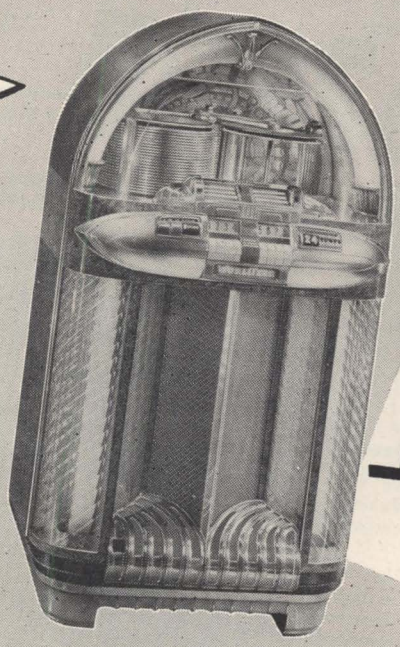

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"Manhattan" for Music Men, Says Capehart

INDIANAPOLIS — "*The Manhattan* is the crowning achievement of my 20 years association with the automatic music business," said Senator Homer E. Capehart of Indiana at a recent press interview. "I regard this finest of all phonographs, and the concept of business operation that it brings, as my greatest single contribution to music operators."

The Manhattan was built with the express purpose of lifting the music industry out of the doldrums, the Senator declared. "We at Packard knew that the answer to the troubles of the majority of music operators was not the 10c play, but equipment which by its design and engineering would be accepted by the public as something entirely different and superior to anything heretofore seen or heard. Only equipment of this kind, which patrons and locations would demand, could assure a new code of business and a new level of profits.

"I am convinced we were right, for in every location *The Manhattan* is doubling and tripling the receipts of any former phonograph.

"Not only does *The Manhattan* enable every operator, for the first time, to ask for, and get, a bigger share of the gross receipts than at any previous time. It also offers him the greatest engineering advances ever made — advances based on sound engineering and production know-how of the finest engineers in the phonograph business."

The Senator recounted an incident proving the matchless fidelity of the instrument. "At a recent showing of *The Manhattan* at Spokane, Washington, hotel guests flocked to the door during our session in the ballroom, trying to gain admittance to what they presumed was dining and dancing. They thought the hotel had an orchestra playing!

"Truly, in this phonograph there is an artistry of style and a superior quality of tone that attracts patrons, sells music for operators, and that marks the beginning of a new era in automatic music. We at Packard invite all phonograph manufacturers to consider the precedence we have set and to follow our example."

The Senator stressed the appeal of Packard's selector, developed as a result of operator experience with the simplicity and dependable operation of Packard wall boxes and their proved ability to draw more play. "Its simple, single-sweep contact gives quick and positive control over 24 record play. A single coin chute is engraved for 5c, 10c and 25c play. The way designers streamlined it into the cabinet of *The Manhattan* is beautiful! Patrons can stand beside it or lean against it while making their selections at eye-level.

"The beautiful tonal quality is a result of scientifically engineering the cabinet to properly reinforce all sound, of specifically designing and matching the powerful, high-fidelity amplifier and big speaker, and balancing the pick-up to assure complete freedom from 'sensitivity lag' on *any* frequency.

"The changer, on its 'floating mount,' is the simplest and most dependable of any mechanism. The ease with which it can be reached or removed for servicing is something operators appreciate. The record magazine keeps records completely protected against dust, dirt, grit, grease, and warpage. As a result, records and needles last longer. The interior of the cabinet is so cleanly designed that every part is easily accessible, and important elements can be removed by loosening several thumb nuts. Specially treated and colored glass and low-wattage bulbs eliminate costly repair bills.

"And the cash box, also easily reached, is the largest ever placed in any phonograph. I assure operators that the capacity of *The Manhattan* to pull bigger play and more profit will keep the cash box well filled! Reports from locations in all parts of the country show that *The Manhattan* is making up to six times the profits previously taken in by phonographs it has replaced.

"I am proud," Senator Capehart concluded, "to be the first to offer operators such a wonderful automatic phonograph. I wish all of them much success!"

PHONOGRAPHS

5	Aireon	$399.50
2	Meletone (as is)	50.00
2	Mills Throne	75.00
7	Mills Zephyr (as is)	25.00
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2	Rockola 16 Record	99.50
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3	Rockola Standard	175.00
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1	Rockola Playmaster	195.00
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4	No. 2 Rockola 12 Record	50.00
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All the above phonographs will be newly painted, if necessary, at the price quoted above.

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Obsolete Phonos Being Sold for Home Use

NEW YORK—Pre-war phonographs, converted to push-button operation, have found a good market here in sales to individuals. Machines are offered via the classified ad columns of newspapers.

Phonos of the 10 and 12-record variety are obsolete for location use and normally would have found their way into export channels. However, slack foreign market for this type of music machine has resulted in their renovation and conversion for home use.

Machines, minus their coin control units, have been retailing at $100-$150, and are used mainly in cellar rumpus rooms of private homes.

Milton's Latest Release Sells 3000 in Two Days

LOS ANGELES—"He's the hottest race artist on wax," jubilantly declared Art Rupe, head of Specialty Records, in refering to the sensational success of Roy Milton's latest release—"*Big Fat Mama*" and "*Thrill Me.*" Three thousand platters were sold in two days, to set a new sales record.

At present, Milton and his Solid Senders are touring the country. The aggregation has set new attendance marks in Dallas, Houston, San Antonio, and Atlanta.

DON'T GAMBLE

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...SEEBURG PROTECTS YOUR INVESTMENT

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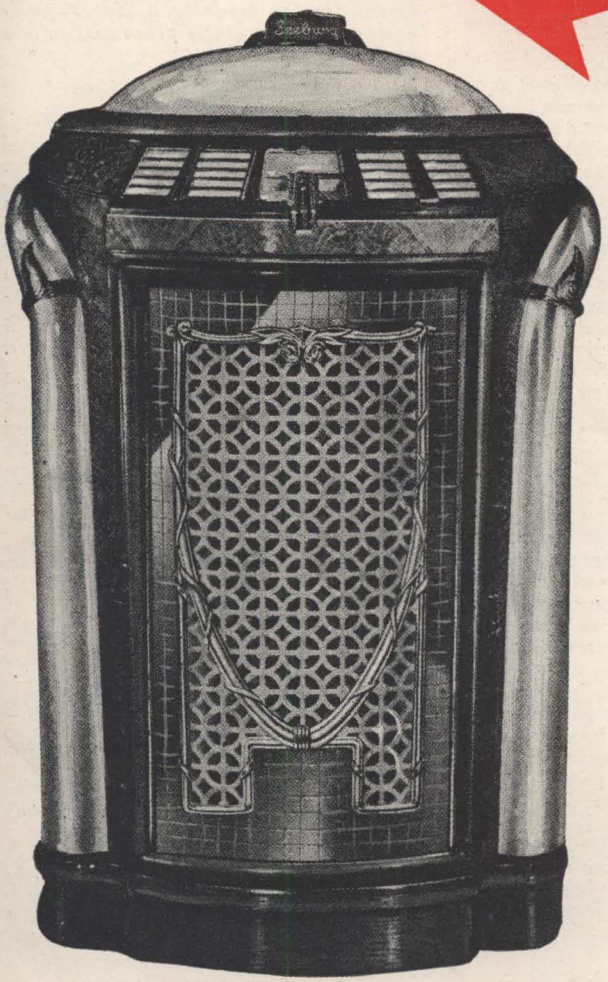

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COIN MACHINE REVIEW **51** FOR OCTOBER 1947

Check ✓ THESE ADDED SEEBURG ADVANTAGES

1. Individual location engineering.
2. Seeburg public acceptance.
3. Simple, trouble-free operations.

Investigate SEEBURG for *modern music merchandising.*

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PORTLAND
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SEATTLE
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SAN FRANCISCO
348 Sixth St.,
San Francisco 3, Calif.

SPOKANE
No. 4 Bernard St.,
Spokane 4, Wash.

JACK R. MOORE *Company*

SALES — PARTS — SERVICE

Denver In Grips Of Phono Squeeze

DENVER—A two-column head on the front page of the *Rocky Mountain News* recently read: "Juke Box Companies Declare Trade War." The story then took off as follows: "A full-dress trade war was reported to be brewing yesterday for control of Denver's two-million-dollar-a-year juke box industry. The disc war reportedly was being waged between the city's big distributor-operator concerns and a handful of junior grade outfits making a last-ditch battle for existence."

The flare-up in the Rocky Mountain area brings into the open a long-festering sore on the music horizon. It all boils down to a single question: Should distributors operate?

The minority of music men who answer in the affirmative qualify their remarks with the phrase "only if they operate on legitimate lines."

But the temptation to pursue non-legitimate lines is great because distributors buy their machines direct from the factory, and if they place them on location their investment is proportionately smaller than the operator; therefore they can offer higher commissions and other inducements.

In Denver's unhappy dilemma, outward appearances all point to a monopoly—regardless of any fancy wordage designed to circumvent the anti-trust laws.

If a handful of big firms can bump all the small men out of business by outlandish offers—big bonuses for the privilege of installing a machine, plus 60 per cent of the gross—and gain control, then it is only a matter of time until the big boys start dictating, not only to locations but manufacturers as well.

Let us say that three big firms have a tacit agreement on a certain area and have pushed the little guys out. A new phonograph is introduced, but the monopoly boys don't want any new machines. They would just as soon run the old junk until it drops dead, and if a location wants new equipment, the "M" lads laugh at him. "If you don't like this machine, we'll pull it out; then you won't be able to get another from anybody." You see, the "M" boys work closely together.

The Denver situation is an unhealthy one. The only method of sustaining the life of successful phonoing is on a competitive basis, with the service element predominating—not on monopoly tactics.

The *Rocky Mountain News* nut-shells the situation aptly: "To the small juke operator, the big-money squeeze sounds like a funeral dirge. Unable to meet the offers of big-time competitors and still keep in business, they are finding their boxes pulled out of their hard-won locations.

" 'It isn't a matter of good competition,' one small operator said. 'It is a dog-eat-dog affair and there is trouble brewing. The big companies are distributors and therefore can afford to install a juke box setup for $500 less than we small operators. They are turning that $500 they save into a bonus to squeeze us out of locations. It works fine, too, because you find very few business proprietors who are willing to turn down a windfall from $300 to $1000 and a 60-40 take,' he said."

Levy Has Plan to Cheer the British

NEW YORK—Newspapers reported how Lou Levy, president of Leeds Music Co., proposed a plan to bring the extra cheer of popular recorded music to the British Board of Trade in London recently, but the idea was turned down.

The plan would have included sending as many as 5,000 coin-operated phonos to England, for placing in local pubs, and also a liberal supply of American records of popular tunes.

Levy is the man who found "The Gypsy" in the United Kingdom and brought it back to sell 1,000,000 copies in the U. S. On returning from a recent trip to England, he says most of the songs are sad and only a few have a happy note. He says the radio programs are mostly classical and he is convinced the British people, in their present difficulties, need lots of cheerful music.

Levy's plan for phonograph music also included a setup of 1,000 ex-RAF mechanics to service the machines.

Jack R. Moore, admiring the Exceptional Service Medal and War Department citation recently presented to him at Fort Lewis, Wash.

Moore Awarded Exceptional Service Medal by War Dept.

FORT LEWIS, Wash.—With massed cadets and a group of officers standing by, Jack R. Moore, president of Jack R. Moore Co., was presented with the Exceptional Service Medal by Colonel Lewis L. Scott.

The citation, read by Lieutenant Colonel John H. Chick, follows in substance: "To Maj. Jack R. Moore, C.A.P.—For exceptionally meritorious achievement as Commander of Civil Air Patrol Liaison Patrol No. 1, Laredo, Texas; Coastal Patrol No. 8, Charleston, South Carolina; Liaison Patrol No. 2, El Paso, Texas . . . For repeatedly exhibiting marked courage in the face of danger while performing regular war-time flying missions. By devoting his efforts loyally and patriotically under difficult conditions in time of national need to the leadership, training, and supervision of civilian volunteers engaged in the performance of such war-time flying missions, he rendered a service to the United States deserving of high recognition."

"PX" and "Manhattan" Machines at Nickabob

LOS ANGELES—"Regular shipments of *PX* cigarette vending machines are insuring an adequate supply for all operators in this area," says Nick Carter, of the Nickabob Co., who recently returned from a trip East, which included a stopover at Lehigh Foundries, Easton, Penn., where he saw at first hand the busy assembly lines.

"Cigarette machine operators are loud in their praises of the *PX* and declare that advance 'publicity' wasn't exaggerated a bit. These machines are living up to their promise as regards serviceability, sturdiness, and sales-promoting appeal. We're happy to be getting increased quantities of these fine merchandisers for the many live-wire cigarette operators in this territory."

The Nickabob Co. also has found enthusiastic acceptance among music operators for the new Packard *Manhattan*. Firm sold out its first shipment in short order and is expecting another substantial shipment very soon. Carter says that operators are amazed at the way patrons are keeping these machines running almost constantly. Collections are away up, says Carter, declaring that all Packard operators are building and expanding their routes.

While on his eastern trip, which included New York, Chicago, and the Pacific Northwest, Carter acquired the Watling scale line.

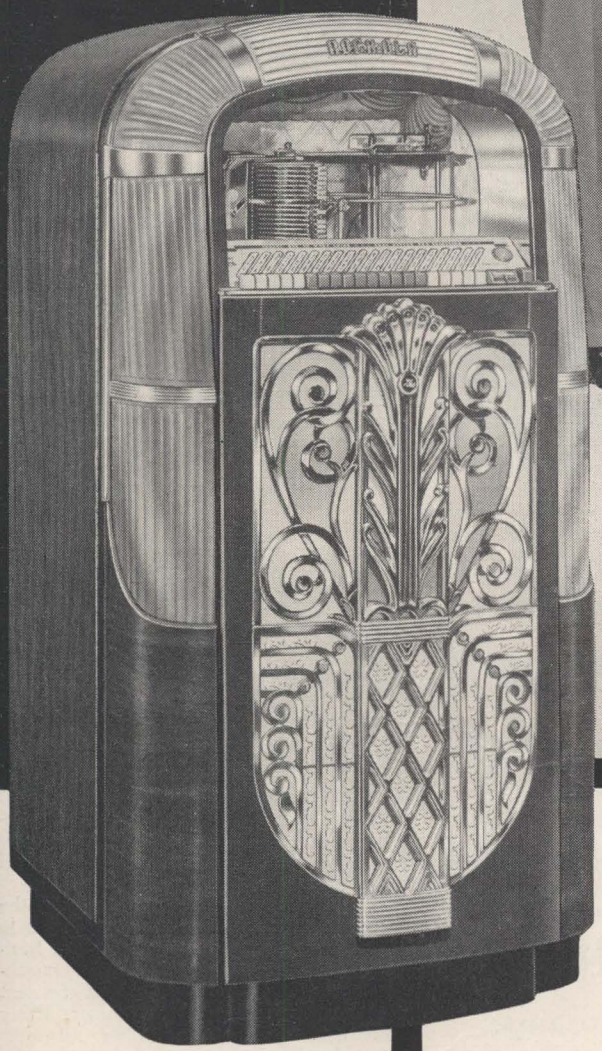
COIN
machine operators prefer the Jensen COIN Machine Needle

Why? It has a *much longer* needle life than ever before achieved and the *true*-economy is easy on the pocketbook. The new, straight-line Jensen Coin Machine Needle, with the recently developed, locked-in precious metal tip, assures a definite saving in operation costs . . . because it doesn't have to be changed as frequently. Its smooth play lures nickels, dimes into your juke boxes. Investigate today.

JENSEN INDUSTRIES, INC.
329 S. Wood St., Chicago 12, Ill.
National Distribution
Jobber's Name on Request

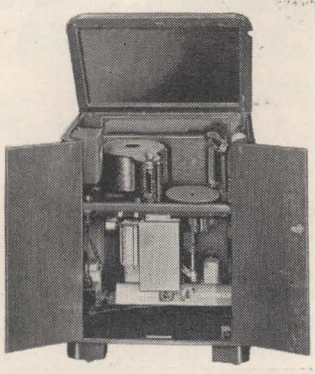
JENSEN NEEDLES
Here's the answer to your need for a DURABLE, LONGER LASTING needle. Jensen's straight-line, precious metal tip needle *plays* and *pays*. Provides *much better play* over *much longer periods.*
Get Yours Now at
W. H. LEUENHAGEN & CO.
Phone: DRexel 1345
1813 W. Pico Los Angeles 6, Cal.

People DESERVE THE Best

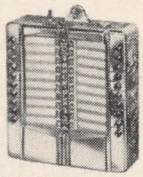


THE Best IN MUSIC IS
ROCK-OLA
THE PHONOGRAPH THAT SELLS MUSIC

COIN MACHINE REVIEW
53
FOR OCTOBER 1947



PLAYMASTER
MODEL
1424



WALL BOX
MODEL
1530

RMC

ROCK-OLA
Manufacturing Corporation
800 N. KEDZIE, CHICAGO 51, ILL.

Music Industry Helps Swell Runyon Fund

CHICAGO—Many segments of the music industry are swelling contributions to the CMI Cancer Fund Drive into a happy hosanna song. It reached a high pitch when arrangements were made for contributing royalties on sales of the United Artists' recording of *You're The Sunshine Of My Heart* and *Ella* to phonograph operators. In all, the royalty amounts to 8½ cents on each record and music operators have hailed the idea as one in which they can cooperate in turning in more money to the Cancer Fund.

John Clein, president of United Artists Record Co., announced the offer in August and since that time it has been gaining momentum as operators begin to add the record to their machines.

In addition to the offer of the royalties, Carl Haverlin, president of Broadcast Music, Inc., (BMI) made a special appropriation to be used to promote wide use of the record in the phonograph field.

When the offer was made, CMI officials who have the responsibility of carrying on the organization's cancer fund campaign, said it was one of the most beneficent gestures that had been made. They expressed belief that music operators would recognize the opportunity to cooperate in using the record.

A sticker to advertise the record and its purpose to the playing public was made available by BMI, and to be distributed through the CMI Public Relations office here. The sticker is printed in red, size 2½ by 2½ inches, and can be glued to phonographs on which the special record is placed.

The sticker tells the public to play *Ella* and *You're The Sunshine of My Heart* in order to help fight cancer through the Damon Runyon Fund. Wide distribution of the stickers, gaining by the week, shows that the music trade is increasing its use of the record in all parts of the country. The royalty contributions will continue until the end of CMI special campaign next Jan. 22.

To augment the big music plan, the week of Sept. 20 to 28 was designated for a special drive during which operators would be urged to donate the earnings from this record to the Cancer Fund campaign. The enlistment of music operators for this special week spread over the country and reports of its success were coming in too late to be included in this issue of THE REVIEW.

Music operators' organizations also began shaping special plans of their own to boost the cancer fund. LeRoy Stein, executive director of the Music Guild of America, Newark, was one of the first to report a special campaign in his organization. The MGA announced that the profits from the sale of the record, *Tea for Two* and *My Romance*, by Dinah Shore and Frank Sinatra, would be donated to the CMI campaign.

MGA members were urged to place a placard on each phonograph which is helping to contribute to the fund. The cooperation of locations was also being sought.

Ray Cunliffe, president of the influential Illinois Phonograph Owners Assn., reported that his organization would support the CMI campaign 100 per cent. Members of the group operate more than 6,000 phonographs and many of them planned to make special contributions for a week and to donate according to the number of machines each member has in operation.

Cunliffe explained that just as the organization had helped in many local enterprises, it now planned to support the Cancer Fund drive as the biggest effort in public relations work. Members are placing the stickers on all their machines.

Moves Factory to Atlanta

NEW YORK — Amusement Research Corp., makers of *Music View*, a coin-operated musical film machine, has shifted its factory and headquarters from Yonkers, N. Y., to Atlanta. Concern plans to retain a local office in Yonkers, and its distribution set-up, Eastern Amusement Corp., will continue to operate from N. Y.

Move is in line with recent reorganization and new financing of the firm, which has had the *Music View* in the experimental stage since 1945. In addition to manufacturing the machines, Amusement Research plans to produce its own musical film fare, having obtained the necessary authorizations from the musicians' union (AFM).

Wurlitzer Unveils 1948 Phonograph Line

NORTH TONAWANDA—"The world's first real post-war phonograph" is the way the Rudolph Wurlitzer Co. heralded the unveiling of the Model *1100*.

In announcing the new machine—plus the Model *1080A Colonial* and a full line of speakers, wall boxes and accessories—the firm pointed to a number of "firsts" on its scintillating engineering triumph: first to incorporate the sensational Zenith Cobra Tone Arm . . . first to introduce clear non-fade plastics . . . first to offer a 24-record program with a revolving selector which speeds up selections . . . first to use aeronautical astro-dome plastics in a record changer compartment window.

The revolutionary Zenith Cobra Tone Arm reduces pressure on records to ¾ of an ounce; it provides for low surface noise and reproduces tones in superb modulation. Regardless of the type of record or needle, conservative estimates are that the new tone arm will slash needle and record costs between 50 to 75 per cent by prolonging needle life and sharply increasing number of plays per disc.

The new Wurlitzer models feature "quick-as-a-flash" replacement units, which speeds servicing and results in an amazing saving in time. There are no bolts, screws, or soldered connections to fuss with—one unit snaps out and a replacement can be snapped in.

The Model *2140* bar box is the smallest selective box ever built. It is only 7⅝" wide, 7⅜" deep and 5⅜" high, and is equipped with both five and ten-cent slots. It can also be converted to 10 and 25-cent play by use of a kit. The Model *2140* does not extend below the bar in back—instead, it attaches with simple, inexpensive mounting brackets.

Hollywood Showing Big Success

HOLLYWOOD — Between 800 and 900 phonograph operators jammed the Lido Room of the Hollywood Knickerbocker Hotel on Sept. 21 and 22 to view Wurlitzer's 1948 phonograph line displayed by Clark Distributing Co. Buffet lunch was served both days.

Operators were impressed not only by the superb styling and beauty of the machine, but by the host of service features which makes it possible to remove parts for service up to 100 times faster than ever before.

Music Men Back Wurlitzer's War on Offensive Records

NORTH TONAWANDA — Members of the music industry have flooded E. R. Wurgler, Wurlitzer's general sales manager, with letters and wires of support in the fight against using "off color" and gambling records in music boxes.

"I didn't have to be convinced that the great majority of music operators want to keep phonograph operation a clean business," Wurgler stated. "But it is reassuring to see such active interest on the part of the rank and file of this industry. Every far-sighted individual, whether manufacturer, distributor or operator, can see the outcome if objectionable records are allowed to find their way into phonographs."

He added: "There are millions of dollars invested in the commercial phonograph business, thousands of families depend upon it for a living. A great part of the public relies on the phonograph for musical entertainment. Let's not endanger our own business and the wholesome enjoyment of the people we service by poor judgment and bad taste."

WATCH YOUR PROFITS SOAR
WITH SENSATIONAL, NEW PHONOGRAPH
MILLS
CONSTELLATION
NOW BEING DELIVERED TO OPERATORS IN CALIFORNIA, NEVADA, OREGON AND ARIZONA
MILLS SALES CO., LTD.
Main Office: 1640—18th St., Oakland, Calif.
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2827 W. Pico Blvd., Los Angeles, Calif.

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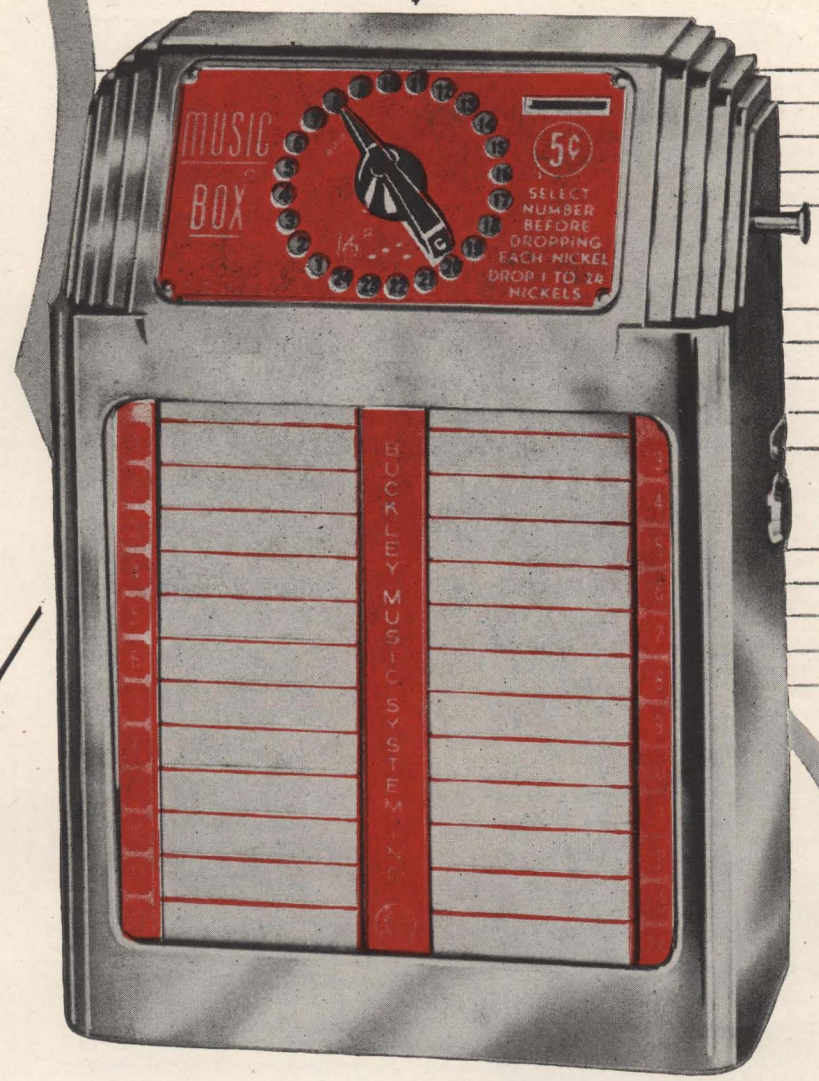


THE NEW *Music Box*

OPERATORS REDUCED PRICE

$25.00

F.O.B. CHICAGO

by Buckley

BUCKLEY MANUFACTURING COMPANY 4223 W. Lake St., Chicago

WILLIAM CORCORAN REGIONAL DISTRIBUTOR CAL., WASH., ORE., ARIZ., IDAHO, MONT. **1157 Post St., San Francisco, Calif.**

SCAMOA Sells Indie Records, Pushes Runyon Platter

LOS ANGELES—In order to enable phonograph operators to obtain records of the leading independent disceries at one central location, E. Jay Bullock, managing director of the Southern California Automatic Music Operators Assn., has formed the One-Stop Operators Record Service at association headquarters. Available at wholesale prices are the following labels: *Capitol, Mercury, Majestic, United Artists, Tempo, Bullet, Black and White, Modern, S & G, Specialty, Trilon, Manor, Lissen, Top, Atomic, Apollo, Coast, Juke Box, Sterling, Star-Disc, Supreme, Big Town, Fortune, Bell, Wrightman, Ohio, Englewood, Harmonia, Process,* and *Spotlight.*

Profit from the sale of these records will be applied to each purchaser's dues in the association if he is a member. Bullock figures that an operator of 20 machines, who purchases a minimum of five records per machine per week, can have his dues paid for, and thus enjoy all the benefits of the association, without spending a cent. Records are for sale to both members and non-members. Bullock states that at the present time initiation fees have been waived in order to allow non-member record purchasers to join.

James T. Mangan, director of CMI Public Relations, has appointed Bullock special representative of CMI in Southern California, in behalf of the Damon Runyon drive, to help coordinate collections of the special United Artists' release, *You're the Sunshine of My Heart* and *Ella* by the Esquire Trio. Bullock has written to 400 newspapers, urging readers to play these two Damon Runyon favorites, and another letter to the 400 music operators in the area asking them to plug the tunes in their boxes. All profit of the record manufacturer and the music operators will be donated to the CMI Runyon fund.

Wallichs Named President of Capitol Records

HOLLYWOOD—Glenn E. Wallichs has been named president of Capitol Records, succeeding Johnny Mercer.

"Now that Capitol has grown so large," Mercer said, "I found that the office of president requires more time than I am able to give it. I am working on a new musical among other things and must give more time to writing music. Wallichs has recently carried most of the duties of president and we felt he deserved recognition for it."

George G. (Buddy) DeSylva, who has been chairman of the board of directors, has resigned because of ill health. Both Mercer and DeSylva will remain as active members of the board.

The recording company announced that sales for the first seven months of 1947 were 29 per cent higher than for the same period of 1946.

ASK THE MUSIC OPERATOR WHO USES RE-SHARPENED PHONO NEEDLES HOW HE LIKES OUR SERVICE

You Too Can Save With Our Dependable, Guaranteed Needle Re-Sharpening Service

Write for details and free Shipping Containers

RE-SHARP NEEDLE SERVICE
P. O. BOX 770
FORT DODGE, IOWA

Badger Sales Conducts Rock-Ola Training

LOS ANGELES—Training courses for Rock-Ola operators and servicemen are being conducted every Thursday evening at 7:30 in the salesrooms of Badger Sales Co., under the direction of William E. Happel.

Courses consist of five sessions and will be conducted over a period of several months, states Happel, who recently attended a five-day distributors' meeting at the Rock-Ola factory to learn the proper method of presenting instruction to operators and servicemen.

The first class was held early in September and was exceptionally well attended. Operators expressed themselves as well pleased with the instruction and stated that it would enable them to conduct their businesses much more efficiently and profitably. Official name of the course is the Visualcast Service Training Program, making use of motion pictures and the Rock-Ola Service Specialists' Handbook.

Happel is urging all Rock-Ola operators and their servicemen to take advantage of this unique opportunity to get maximum efficiency from their Rock-Ola equipment.

ASCAP Tips Theater Rates Up 300 Per Cent

NEW YORK—The American Society of Composers, Authors and Publishers (ASCAP) recently sent notices to more than 17,000 theaters advising them of increased rates for use of copyright music.

Theater men say the new demand will amount to a 300 per cent increase.

Music operators see in the situation an indication of what might happen to them, once the federal copyright laws are amended so that special fees could be assessed on automatic phonographs.

"Manhattan" Debuts in South

MERIDIAN, Miss.—Southern hospitality flowered to its fullest at the old-fashioned barbecue held by Marvin Bates, owner of Magnolia Distributing Co., during the unveiling of Packard's new *Manhattan.* C. L. Cade, Packard's general sales manager, planed in for the showing.

New Phono, Accessories Invented by J. A. Darwin

EAST ORANGE, N. J.—Joseph A. Darwin, sales executive, inventor and engineer, has developed a number of accessories to be used with present phonographs which should make them more profitable to operate, in addition to a new phonograph. One of the accessories is an automatic slide changer mechanism which will show in color the artist or artists playing the record selected.

The slide changer will be used on his new 40-record phonograph scheduled for display at the 1948 Coin Machine Show. The machine plays 10 or 12-inch records on one side only, and according to Darwin, has a potential earning capacity of $40 per hour.

"It is impossible to get a warped record in the instrument; in fact, if you have a warped record, the machine will straighten it out," he said. "These are only a few of the wonderful features of this new phonograph."

He added: "Operators today need a new revolutionary phonograph with new money-making features to put the music business back in the big money-making column."

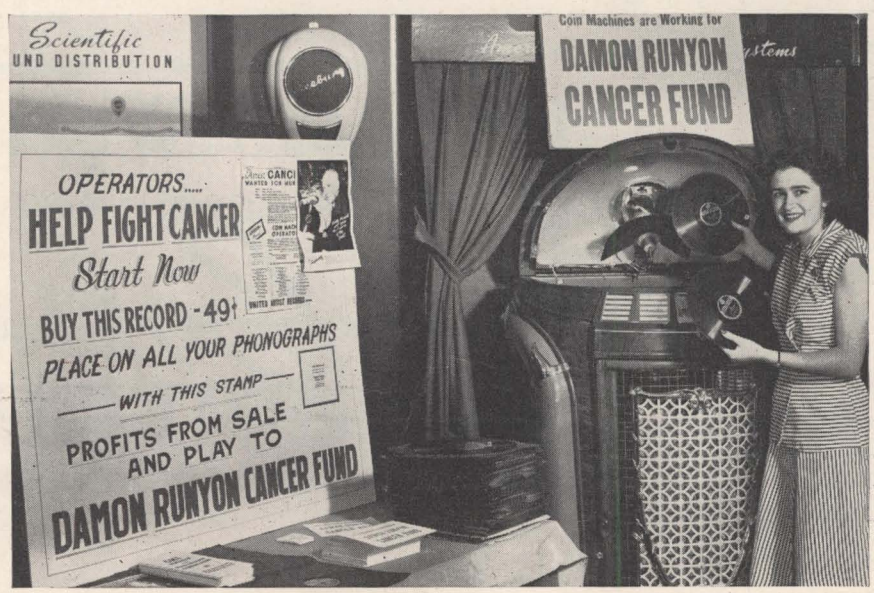
Darwin was with the Rudolph Wurlitzer Co. for ten years, then joined Packard. He resigned in May to devote full time to his inventions.

Filben Line Makes Big Splash on Coast

SAN FRANCISCO—"When you've got the best product, it doesn't take long for word to get around."

That was Leonard Baskfield's comment on the unprecedented operator interest shown in the new Filben hideaway and *Mirro-cle* cabinet which were scheduled for unveiling late in September at the three offices of E. T. Mape Distributing Co.

"The Filben hideaway is the simplest and fastest ever manufactured; also, it is the lowest-priced hideaway on the market," Baskfield, vice-president of the firm, stated. He added: "We have received our first shipment of *Mirro-cle* cabinets, the only 30-record selection cabinet in the field."



The Portland office of Jack R. Moore Co. has really caught the spirit of the Damon Runyon Offensive Against Cancer. Entire display room has been turned over to pleas for support and donations. Here is Moore's Theresa Duffy plugging the Cancer Fund records by U. A. Regional Drive, under Dan V. Huguenin, director of sales for Moore, has produced gratifying results. "Spirit of cooperation, particularly among Oregon operators, is the finest exhibit of team work I've seen," says Jack R. Moore.

Southern California Music Operators!

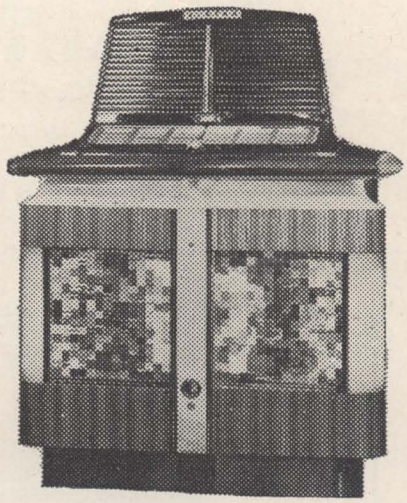
COME IN AND GET ACQUAINTED WITH THE NEW AND IMPROVED

AIREON Line

As exclusive distributor of Aireon products in Southern California, we offer all musicmen in this area a full line of Aireon Models SUPER DeLUXE, FIESTA DeLUXE, and the sensational BLONDE BOMBSHELL. Also in stock the thrifty AIREON HIDEAWAY and a FULL LINE OF SPEAKERS.

We are set up to provide you with *complete* service and ample parts, including kits to bring your 1946 Aireons up to the new and improved 1947 Model.

FIESTA DeLUXE



SUPER DeLUXE

BRING YOUR AIREON PROBLEMS TO US FOR SKILLED ADVICE

Aireon Sales and Service of Southern California

JOSEPH R. CRACO, JR., General Manager

1501 SOUTH LA BREA, LOS ANGELES 35, CALIFORNIA

Phone: WEbster 7718

Music Is A "Business Booster"!

by Clarence Beardslee

Now that the war is two years behind us and war-born shortages have in the majority of cases been eliminated, the local butcher once more is courteous . . . the grocer clerk says "thank you" . . . the gas station attendant hastens to check your tires . . . the hotel clerk is mending his manners.

You've noticed it? Remember how the waiter used to toss the menu at you and grumble that you couldn't have most of the things listed? Now this same waiter is the pattern of courtesy. Even the manager comes over to recommend the best steaks, the choice roasts.

Yes, SERVICE is back. You see it everywhere. Before the war, every merchandiser —from the one-man hamburger stand to the big corporation—stressed *service, courtesy.* Those qualities were as important, in some respects, as the merchandise itself.

Today, while every merchant and every tradesman is once more coaxing sales with service, he is looking for still more ways to bring in more customers.

Many operators of automatic phonographs would do a lot more business and would establish better relations with their locations if they would make more of the fact that the music they sell is not only service to customers but an inducement for more customers and more spending.

It is a scientific fact that music not only provides entertainment, but also causes a feeling of well-being which enables people to work better and to cooperate better with each other. The value of music as a work stimulant was proved in countless factories during the war. The wealth of music and entertainment that was provided soldiers overseas made them better soldiers. Music that was provided our teen-agers reduced juvenile delinquency. In numerous other fields it has been proved that music has a way of boosting production—whether it be guns or *sales.*

Music is definitely a business booster. It should be sold as such to every location.

The tavern, restaurant, or market owner knows that attractive fixtures, proper lighting, spotlessly clean merchandise, and a congenial atmosphere draw customers and encourage them to spend. Most managers of such establishments understand that automatic phonographs add to the comfort and pleasure of the customers. But most managers *do not* realize that the music provided by automatic phonographs is directly increasing the sales volume of their tangible products.

Automatic music is the cheapest entertainment that a location can offer. It costs the owner nothing . . . in fact, it gives him an additional source of revenue. People want music when they gather in a public place to eat, drink, or talk. Without automatic music, the location owner would have to spend a good sum of money to give his customers music, or soon he would have no customers.

That is what we might call the negative side of the situation. Let's look at the positive side. For many years, markets have used music—radio, wired, automatic phonographs—to attract the attention of passers-by and to make the market a cheerful place in which to shop. Music in markets has brought more customers and raised per capita purchases to such an extent that on the West Coast there is scarcely a market without some form of music. The same is true of the tavern. More people come to a tavern where there is music that they can select, than to a tavern where the only entertainment that there is comes out of a bottle.

And in the thousands of amusement places which cater to teen-agers, what kind of attendance would there be if the boys and girls could not hear all their favorite singers and orchestras in one evening? Such places could not possibly provide "live" talent of a quality and variety that the automatic phonograph dispenses for a few coins. The phonograph itself, its appearance and its operation are definitely entertainment. The phonograph "makes" the place and draws the crowd. It doesn't only provide service . . . it provides profits . . . it *boosts business.*

The idea of "service" is back in every line of merchandising, and with it, all the other merchandising ideas that proved so successful before the war. Now is the time for every operator to add more merchandising ideas. Now more than ever the operator must *sell* automatic music to his locations. A big selling point, one that not many operators have sufficiently concentrated on, is the factor of increased business for the location through automatic music. The more this point is emphasized and backed with concrete examples, the more profit the operator himself is going to enjoy.

Surprising as it sounds, it is probably true that the average operator has been too modest about talking up the value of his business. He has stressed the idea of "service" to the location owner so long that he unconsciously feels himself a vague kind of minor employee. He never considers himself as a small but important partner in the location's business activity. The location owner wields a whip over the operator by demanding the utmost in service. If the phonograph goes out of order in the middle of the night, a ring brings the operator on the run. And with all this trouble, if the location owner thinks he is not getting enough service, he threatens to put out the machine.

Seldom does the average operator get out from under the heavy, all-consuming obligation of "service" long enough to give the location owner a detailed account of how automatic music is helping to build patronage and sales.

Why shouldn't the operator do just this? There's no reason why he should remain in silence about the business-building features of automatic music. Dozens of other business activities acknowledge automatic music to be an important factor to record sales,

(See MUSIC, Page 80)

—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—

COIN MACHINE REVIEW 58 FOR OCTOBER 1947

NOW—THE WHOLE RANGE OF COLOR IN

"TALKING GOLD"

PLASTIC GRILLE CLOTH

AVAILABLE IN GOLD—SILVER—COPPER—GREEN—WINE

New Glamour — New Attraction with "Talking Gold" in colors. Every color sparkles brilliantly in electric light or sunlight. Immediately makes your juke box command attention. Greatly increases playing popularity.

"TALKING GOLD" Grille Cloth Prices

WURLITZER		SEEBURG	
616	$2.40	Casino	$3.30
24	1.20	Plaza	4.05
600	3.90	Gem	3.00
500	3.90	Regal	3.00
700	3.90	Crown	3.90
750	1.80	Cadet	3.00
800	3.90	Classic	3.00
950	2.25	Vogue	3.00
		Envoy	3.00
ROCK-OLA		8200	5.40
		8800	7.20
Standard	$2.55	9800	7.95

If your model is not listed above, write for further information.

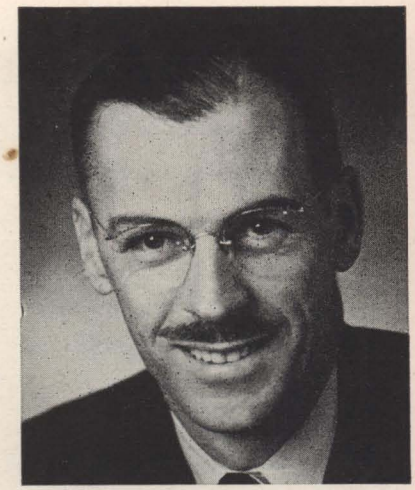
YOU SAVE MONEY AND GET A BETTER PRODUCT WITH "TALKING GOLD" IN COLORS BECAUSE "TALKING GOLD" IS A PLASTIC AND WILL NOT HOLD DUST LIKE A FABRIC. IT LASTS FOR AGES AND WILL NEVER HAVE TO BE REPLACED. WIPES CLEAN INSTANTLY. TAKES A MINUTE TO STAPLE IN PLACE.

SPEEDWAY PRODUCTS, INC.
502 W. 45th ST.
N.Y. 19, N.Y.

AL BLOOM, President
Tel. LOngacre 5-0371

—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—TALKING GOLD—

MR. OPERATOR:



It is now a proved fact in this territory that wherever placed Packard's new "MANHATTAN" is far out-grossing all previous phonographs. It is hypo-ing play in slow spots, opening new locations—and PUTTING OPERATORS BACK IN THE BIG MONEY! No other machine can take a "MANHATTAN" location. "The MANHATTAN" makes all other equipment look and sound obsolete!

LET US PROVE TO YOU THAT "THE MANHATTAN" IS THE GREATEST PROFIT-MAKING PHONOGRAPH IN MUSIC HISTORY!

THE *"Manhattan"* is UNRIVALLED IN

TONE

DESIGN

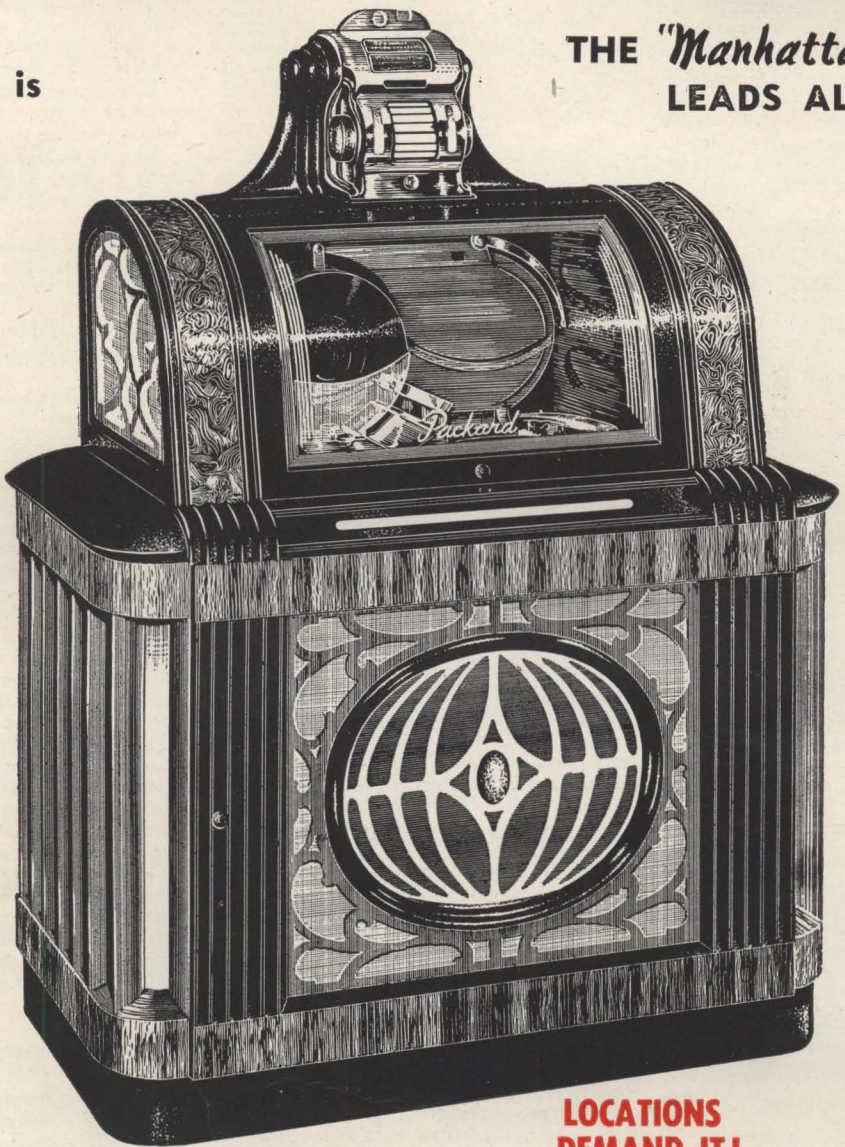
FIDELITY

ANIMATION

OPERATION

MECHANICAL PERFECTION

SEE IT!



LOCATIONS DEMAND IT!

THE *"Manhattan"* LEADS ALL OTHERS

TOPS IN PROFIT

- **PROVED DEPENDABILITY**
- **INSTANT SELECTION**
- **REMOVABLE SLUG REJECTOR**
- **REMOVABLE RECORD MAGAZINE**
- **PERMANENT RECORDING PLAY METER**

HEAR IT!

The Nickabob Company

NICK CARTER

NICKABOB COMPANY
2525 West Pico Boulevard
Los Angeles 6, California
FAirfax 1107

NICKABOB SALES COMPANY
602 Fulton Street
Fresno 2,
California

LOS ANGELES

(Continued from Page 45)

Baldwin Park; Ivan Wilcox, Visalia; E. R. Rippee, Compton; J. W. Olson, San Pedro; Lela Smith, Barstow; N. C. Ranells, Glendale; J. B. Mulleneaux, Calexico.

W. H. Leuenhagen says he has the most complete line of the best phonograph needles in town, including Jensen, Aero, and Pfanstiehl. Firm also now handles Signature records. "Signature's *Kate* and *Paradise* are hit tunes," says Leuenhagen, "and are making operators lots of profit."

Harry Snodgrass of Pantages Maestro Co. recently returned from a flying trip to Honolulu, where he helped set up the biggest wired music installation in the Islands. Maestro also recently made a big 64-station installation of its wired music at Schnectady, New York. Snodgrass, Herbert Hood, and Hum Brockamp have been traveling extensively over the country and have been supervising a number of Maestro installations.

Cliff Blake has returned from a flying trip which included Oregon, Washington, and Idaho. "Demand for the *Electro* cigarette vendor is simply terrific," he says, "and we're meeting the demand with regular big shipments from the factory."

Shipman Manufacturing Co. expects to get into production with its new peek machine within a month, according to Jack Olsen. Meanwhile, the firm is swamped with orders for the *Spin-It* and stamp vendor.

Merle Connell of Quality Pictures is editing a new reel of motion pictures scheduled for early release to operators.

M. S. Wolf Distributing Co. has purchased the business of Nels Nelson. Present plans call for maintaining the Venice Blvd. offices in addition to the newly acquired Pico Blvd. offices. Nelson has been appointed manager of the two offices and intends to keep the large repair shop which he built up. AMI music equipment, Columbia bells, and a number of the games handled by Wolf Distributing have been moved into the Pico Blvd. office.

A good indication of what will happen when the present price peak dips down and consumer purchasing power is once again given breathing space was revealed last month when thousands of GI's cashed in their terminal leave bonds. Receipts on location equipment — particularly phonographs—shot forward.

Enterprise Records have closed their plant and are now one of the producers connected with United Artists. Latter's Long Beach plant is pressing a score of leading indie discs. Howard Kraus, formerly with Enterprise, is handling sales for United Artists.

Facts from Adams-Fairfax: The firm has moved around the corner into its new factory building at 5729 W. Jefferson Blvd. . . . Al Silberman, general sales manager, has just completed a two-month tour throughout the East, returning to the home office to bone up on new items and take respite from the grind. . . . H. Jacobs, Sr. of United Coin Machine Co., Milwaukee, was a recent visitor. United is an A-F distrib.

"Get your orders in now to be assured of early delivery," says Bill Fyfe, head of Shine Distributing Co., who handles the *Douglass Automatic Shoe Shiners* in Southern California, Arizona, Southern Nevada, Utah, New Mexico and Colorado. Fyfe reports that the new factory set-up at Kinmont Mfg. Co. is geared for volume production.

After installing National change makers in their Coca-Cola cup dispensers, County Beverage Co. of San Diego reported an increase of 50 to 100 per cent in gross receipts.

Automatic Enterprises, national sales agents for *Spin-It* nut vendors and Star bar vendors, are now ensconced in their new air-cooled offices at 635 S. Kenmore Ave.

Mr. and Mrs. Paul A. Laymon trained out for Chicago on the 16th for a confab at the Bally plant and to attend the Runyon Get-Together on the 21st.

Hello Sucker!

was the greeting of customers by a famous Nite Club Entertainer.

BUT

We say don't be a sucker when you buy that new car because we'll provide the necessary money at

3½% or 4% Interest

(If you reside in Los Angeles County) instead of the usual 6%. Our rates are even lower than the usual bank rate, as we receive our profit through writing your Insurance at lowest Standard Rates. All arrangements by telephone.

References: Coin Machine Review
Dun & Bradstreet

Established 1924

ZEIGLER INS. AGENCY, Inc.
541 South Spring Street
Michigan 0961
ALL INSURANCE and BOND LINES

Salt Lake City

Mid-September finds the Intermountain territory on the threshold of one of its most lucrative seasons and this top business period is expected to continue for the next 90 days.

Principal activity during the summer months in Salt Lake and surrounding territory has been in the more or less seasonal locations such as outdoor spots including beaches, summer canyon resort retreats, and carnival and fair grounds.

But now the harvests are ending and more and more play can be expected in the indoor taverns and entertainment places. As much of the territory served by the Salt Lake distributors and operators is in agricultural areas, this is an important change in the season, as work has kept many people busy in the fields for long hours and left their recreational hours short.

Also this season finds money freer in the Intermountain area as the heavy harvest payrolls are making themselves felt.

However, there has been some drag in the new business operators are sending to distributors, but this fact is attributed to the payment of federal taxes on machines which operators had to meet during July for the new fiscal year.

The Industry is preparing to enter wholeheartedly into doing its part in the Cancer Drive, declares R. F. Vogt of the distributing company which bears his name. He said the cancer collection campaign would continue through the first of the year and that a sizable contribution can be expected. Operators have been asked to donate a portion of their "take" for a given period.

Vogt reports that one-ball free-play is holding its own, but that the one-ball payout is fading from the picture in the Salt Lake area. Some increase is noted in the five-ball free play machines which are taking the place of one-ball pay-outs.

The past 30 days have been a busy period for Wolf Sales Co., Wurlitzer distributors, with C. K. Dart, manager, reporting a number of new operators. Among Wolf's newest are The Baker Music Co., Challis, Ida.; Dan the Music Man, operated by Dan Kenaga and Leo Lambert of Pocatello, Ida.; Lindquist Novelty Co. (Craig Cusick), Woods Cross, Utah; Mackay (Ida.) Radio, Bob Evans and Clyde Bitton, operators; Paul Picket, Ely, Nev.; and Wajbe Music headed by W. J. Belknap at Blackfoot, Ida.

Some 75 operators were on hand at the Jones Distributing Co.'s showing of the two new Bally games, the *Entry* and *Special Entry*, and many expressed surprise at the improvements over the previous models. The showing was held Sept. 9.

R. F. Jones, company president, recently suffered a strep throat but by mid-September was on the road to recovery.

Dan Donohue, district manager for Seeburg in the 11 western states, and Al Sleight, district manager for Bally Mfg. Co., spent a week at Jackson Hole, Wyo. with R. F. Jones and Mark Ward of Jones Distributing. They reported the fishing excellent, and returned with deep tans. At the conclusion of the fishing trip, Donohue and C. N. McMurdie, manager for Jones, made a trip through Wyoming and Montana.

E. W. Coombs, manager of the Victor Ball Co., and W. J. Lewis, office manager for the company, are both on the jury panel for the Third Judicial District Court of Utah. Up to date only Lewis has been empaneled on a jury, but both will be on call for further service up to the first of the year. The company, meantime, reports business is "pretty good" and although still slow, is picking up from a quiet August.

Hemenway and Moser, operating cigarette machines in the Salt Lake and Ogden area, have entered the five-cent gum machine field with an original quota of 50 machines which they are spotting with their cigarette machines. Their machines, *Kayem*, vend Wrigley and Beech Nut brands. Also the company is expanding operations into the Geneva Steel plant area and the Provo territory to the south.

Stewart Novelty Co. is anxiously awaiting arrival of the new Bert Mills coffee

(See SALT LAKE CITY, Page 64)

PERMO POINT ROUND PHONO NEEDLES

The needle designed to meet today's conditions. Round instead of elliptical. Tried, tested and thoroughly proven.

1 to 10 . . . 35c
11 to 99 . . . 32c
100 or more . 30c

—SEE—

PAUL A. LAYMON
DISTRIBUTOR
1429-31 and 1503 West Pico
Los Angeles 15
GIVE TO RUNYON CANCER FUND

PERMO POINTS

PROVED KINDER TO RECORDS

A public demonstration of the effect of various coin phonograph needles on *record life*, was conducted in the PERMO booths at the 1947 Coin Machine Show.

Equipment used: 4 identical turntables, each with 2½ oz. pickups, playing identical new records continuously for 10½ hours daily—with new needles.

The four needles used were: a PERMO POINT ROUND, two precious-metal tipped competitive needles and one sapphire. Each morning the records played the previous day were properly identified and put on display for the operators to see for themselves the comparative record wear of the various types of needles tested.

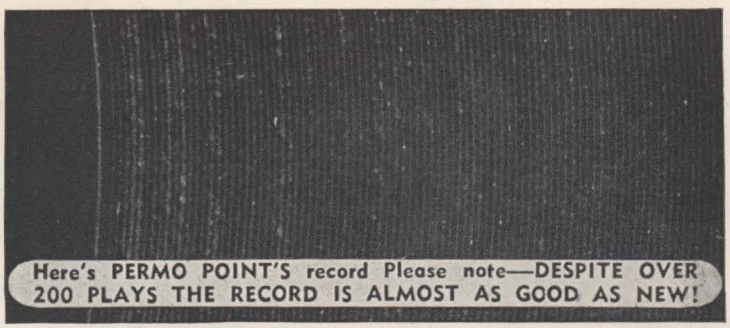
Here is the photographic record of the tests; proof that PERMO POINT ROUNDS are in a class by themselves for kindness to records!

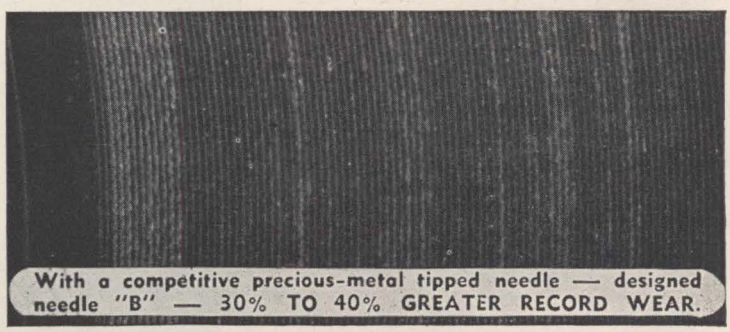
PERMO
Incorporated
Chicago 26

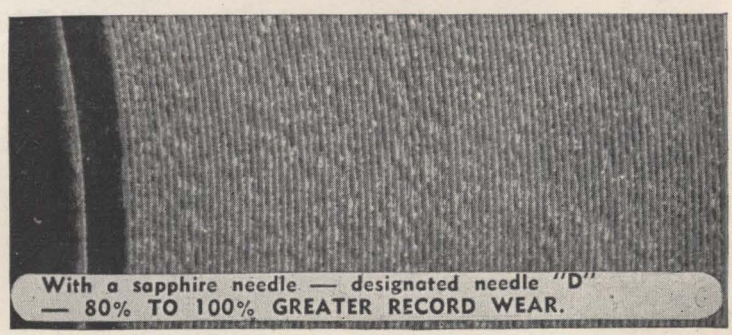
More Permo Needles sold than all other longlife needles combined.

ALL THE PHOTOGRAPHS MAGNIFIED BELOW ARE *ACTUAL* AND *NOT* RETOUCHED

The 4 photos, below, show COMPARATIVE RECORD WEAR after 10½ hours of continuous operation (over 200 plays) using a PERMO POINT ROUND and 3 competitive coin phonograph needles.







Western Regional Packard Pla-Mor Distributors Invite You To SEE and HEAR

"THE Manhattan"

Created by HOMER E. CAPEHART

THE GREATEST PHONOGRAPH IN AUTOMATIC MUSIC!
On Display in the Show Rooms of 11 Western Distributors

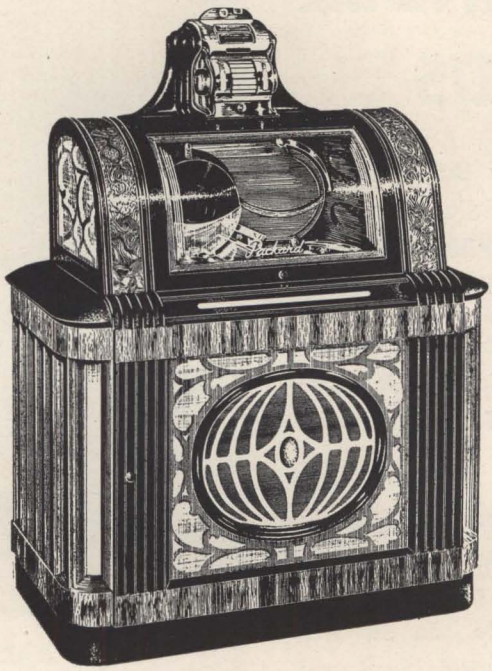
KETCHERSID DISTRIBUTING CO.
1515 N. 13th St.
Boise, Idaho

JACK GUTSHALL DISTRIBUTING CO.
1870 W. Washington Blvd.
Los Angeles 7, California

OSBORN DISTRIBUTING CO.
63 Page St.
San Francisco 2, California

PHOENIX DISTRIBUTING CO.
611 W. Washington St.
Phoenix, Arizona

SEE IT!



SAVIERS ELECTRICAL PRODUCTS CORP.
2nd and West Sts.
Reno, Nevada

EMERY'S MUSIC COMPANY
North 14 Bernard St.
Spokane 8, Washington

KLEAR TONE DISTRIBUTING CO.
424 N. E. Broadway
Portland, Oregon

ALPHA DISTRIBUTING CO.
1025 N. Highland
Hollywood 38, California

HEAR IT!

THE NICKABOB COMPANY
2525 W. Pico Blvd.
Los Angeles 6, California
and
602 Fulton St.
Fresno 2, California

PLA-MOR DISTRIBUTING CORP.
235 - 25th St.
Ogden, Utah

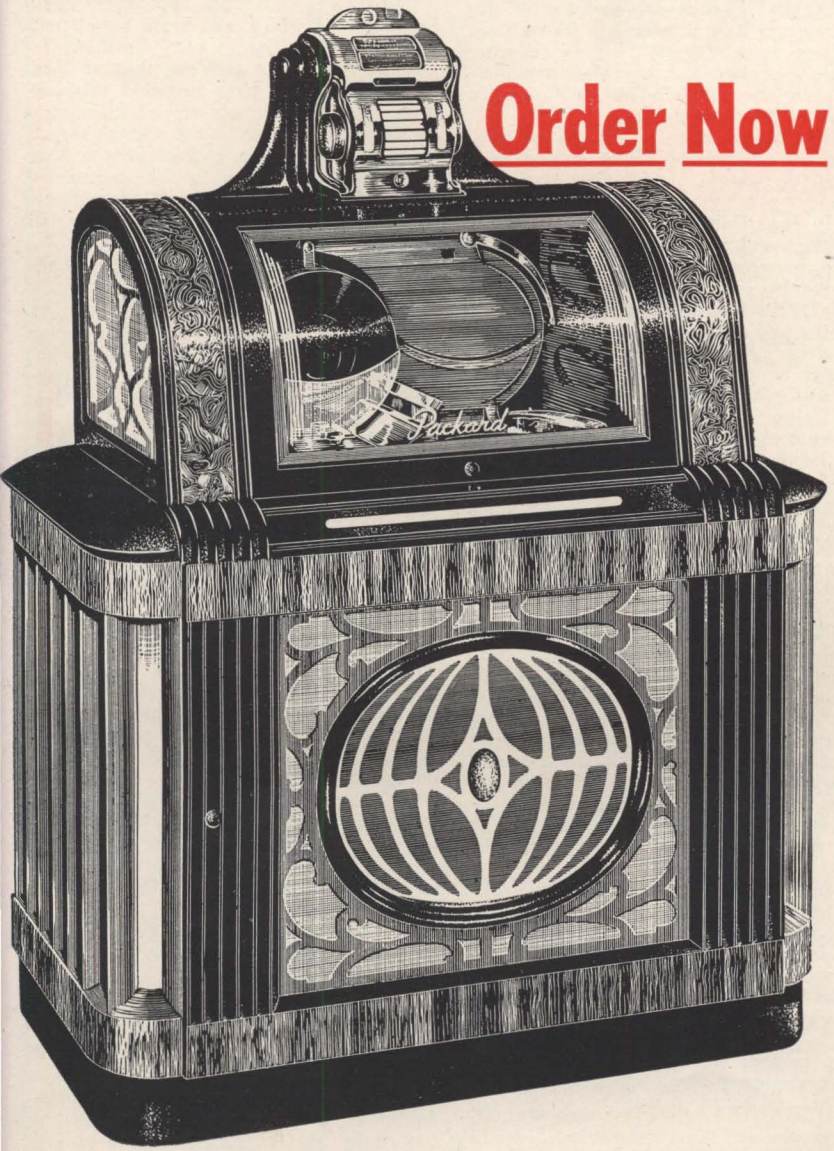
SEATTLE AMUSEMENT CO.
129 First Avenue West
Seattle, Washington

WESTERN STATES SALES MANAGER
W. E. SIMMONS
1025 N. Highland
Hollywood 38, California

Western Operators Report Unprecedented Profits
With PACKARD'S "MANHATTAN" Get Yours TODAY!

Climb Aboard The "MANHATTAN" PROFIT-TRAIN!

OPERATOR PROFITS EARNED BY "THE MANHATTAN" ARE SOARING FAR BEYOND ALL PREDICTIONS. SMART OPERATORS ARE MAKING EVERY LOCATION A *"MANHATTAN" LOCATION.* HERE'S YOUR CHANCE TO SELL MORE MUSIC ON A BIGGER SCALE THAN EVER BEFORE IN THE HISTORY OF MUSIC MERCHANDISING!



Order Now for Early Delivery!

Four "Million-Dollar" Sales Features

1. **SUPERB CABINET DESIGN**
2. **MARVELOUS FIDELITY, CLARITY OF TONE**
3. **PACKARD'S GREAT SPINNING SELECTOR**
4. **FINEST TROUBLE-FREE MECHANISM AND RECORD CHANGER**

Come in for a Demonstration!

THE LATEST IN INDEPENDENT PHONOGRAPH RECORDS FOR JUKE BOXES

JACK GUTSHALL DISTRIBUTING COMPANY

1870 W. WASHINGTON BLVD. (ROchester 2103) LOS ANGELES 7, CALIF.

Dollar Shortage Cuts Monthly Exports of Coin Machines

CHICAGO—A manufacturer of phonographs explained how the dollar shortage is beginning to cut into export trade by saying that his firm formerly scheduled 250 machines through an export agency for sale to other countries. Now, only 15 machines are scheduled per month and the export agency fears that bans on luxury items will increase in Latin-American countries rather than relax for some months yet.

Radios, phonographs and musical instruments seem to show up on practically every import ban list that appears. The radio industry has asked Mexico and South American nations to admit radios because a lot of them will be slipped over the border anyway.

The ban on imports into other countries has given a spotty effect to the export sales of coin machines; some firms continue to sell a number of machines abroad, while firms like the above manufacturer have had their export trade practically stopped.

If the dollar shortage continues, it is expected to reduce all exports of American goods considerably by the end of the year. This probability has become a big question in business circles. Coinmen are discussing dollar shortage and the economics of foreign trade as never before.

Department of Commerce tabulation of coin machine exports for June were available late in August. In June the totals were still holding to high levels in comparison with pre-war years. General export trade showed marked declines in July and it is feared that coin machine exports will follow the general trend during the latter part of the year.

The official report on exports for June completed data for the first half of the year. Exports of coin machines for June amounted to $361,200, bringing the total for the first half to $2,754,200.

Canada was holding out as by far the best customer for coin machines, but before the end of the summer Canadian officials had made out a rather extensive list of imports to be banned and said the action might come any day. At this writing, the threat of a ban was still in the air but Canadian and U. S. officials were trying to find some way to avoid it.

Specific comments on some of the countries buying coin machines are as follows:

ARGENTINA — Our most troublesome diplomatic neighbor on this side of the Atlantic took 29 phonographs valued at about $14,000; in May the country took 55 phonographs valued at about the same amount. Argentina perhaps has a better chance to keep on buying than most other countries.

PHONO NEEDLES
Re-Sharpened on Precision Grinding Machines Make Your Needles Like New
Will Save You Money
Satisfaction Guaranteed
Only Service of Its Kind
Write for details and free Shipping Containers
RE-SHARP NEEDLE SERVICE
P. O. BOX 770
FORT DODGE, IOWA

BRAZIL—Recently in the news as the center of the meeting of Western Hemisphere nations, this country is tightening up on imports from week to week. Brazil took five phonographs in June, just half the number that had been imported the previous month.

CANADA—Canadian trade in June took 746 phonographs, 310 amusement machines and 165 vendors; total coin machine imports for the month amounted to $156,120. In the previous month Canada took 298 phonographs, 605 amusement machines and 448 vendors.

CANAL ZONE — The Zone took 30 amusement machines and only one phonograph in June; this was much better than May when the Zone did not appear on the list.

COLOMBIA—This country was in the news recently as tightening up its controls of money exchange and also on imports. In June it took only 1 machine, a phonograph; in the previous month Colombia had taken 26 phonographs.

CUBA—Sugar growers in Cuba are still very much disgruntled about the sugar control law passed by the last Congress and may get tough on our trade any time. In June Cuba took 160 phonographs, 22 amusement machines and 9 vendors. In the previous month, Cuba took 107 phonographs and 5 vending machines.

EUROPE—Reports from practically all countries in Europe suggest the crisis getting worse by degrees; most reports suggest that hunger in Europe will be much more widespread next winter than in the past. Dollar shortage began showing up in imports of coin machines in June, when only Sweden was represented as taking any coin machines. In the previous month Belgium, Sweden, Holland and Portugal were on the list as importing coin machines.

GUATEMALA — Took 13 phonographs in June, while in the previous month the total was 27 phonos and 5 amusement machines.

KOREA—The peninsula, which we share control with Russia, took 9 amusement machines in June, valued at about $3,300. Korea did not appear on the list in May. Trade reports in THE REVIEW early in the summer indicated shipments of bells and consoles going through the Port of Baltimore for use in officers' clubs in the Pacific area. Demand for machines in officers' clubs in the area is not nearly so great as during the war, but it is still strong.

MEXICO—Mexico took a total of 130 machines in June, a drop from the total of 222 machines in May. The shipments in June included 107 phonographs and 23 amusement machines. All of the machines shipped in May were phonographs.

PANAMA—This country took 29 amusement machines in June, valued at over $7,000. In May the imports included only 2 phonographs for the entire month.

PHILIPPINES — The country took 28 phonographs and 9 amusement machines in June; during the previous month imports included 24 phonos and 11 amusement machines.

SALVADOR—In June imports included 12 phonographs, while in May 30 phonos were imported. It will be seen by now that most of the Central American countries have been good customers for coin machines in recent months, considering their size.

SOUTH AFRICA — This is the only bright spot on the current export field, for the outlook for export trade with South Africa shows promise into next year. In June the South African trade took 32 phonographs, while in May it took only 10.

SWEDEN—Three phonographs made up the list for June, while in May Sweden had taken 20 phonos and 17 amusement machines.

VENEZUELA — Thirty-six phonographs and 5 vendors were imported by Venezuela in June, while in the previous month the country had taken 35 phonos and 60 vendors. The country apparently has not placed any restrictions on imports yet.

"Manhattan" Great Earner, Says Gutshall

LOS ANGELES—"It's the greatest thing that's happened for music operators," says Jack Gutshall about Packard's *The Manhattan*, one of the most widely discussed phonographs in the Industry.

"You just can't find any other music merchandiser which will begin to sell music like *The Manhattan!*" Gutshall declares. "Operators tell me that at locations where they have installed this luxurious new phonograph, receipts have gone up three and four times the amount earned by former phonographs. Installing a *Manhattan* is the same as signing an ironclad location contract. You won't hear of any location owner putting a *Manhattan* off the floor! The phonograph is usually the most luxurious, most attractive item in the location—and even aside from music, a definite asset to the location.

"And as for music—well, you never heard perfection in recorded music until you've heard *The Manhattan*. Perfect fidelity and tone. Not a bit of distortion, from conversation to auditorium level. In many cases people have mistaken *Manhattan* music for 'live' music."

Operators have heard plenty about this new phonograph, and now they have an opportunity to put this big profit-maker on location, says Gutshall. Gutshall Distributing has received a substantial shipment of *Manhattans* this month and has been assured of regular shipments from now on.

Woodworth Promoted

INDIANAPOLIS—Another forward step in Packard's expanding manufacturing progress was taken with the promotion of William E. Woodworth to the post of production manager.

In accepting his new position, Woodworth said: "Our goal is steadily and rapidly increasing production to meet the hundreds of thousands of dollars' worth of existing, unfilled orders for Packard automatic music systems."

Woodworth has been with Packard Mfg. Corp. since 1941.

SALT LAKE CITY

(Continued from Page 60)

vending machine. Dan Stewart, head of the organization, recently returned from Chicago where he saw the machine demonstrated. A display unit is expected in Salt Lake by Oct. 1. Also while in Chicago Stewart visited Mills Industries, Inc. and said he was gratified to learn that the company is planning to come out with a 40-record music wall box. Two key employees of the company are at present on vacation. They are H. E. Burchett, office manager, and Helen Harman, office executive. Marjorie Nuttall is taking over the duties of Miss Harman.

Mel Dorius

THE TWO GREATEST NAMES

IN MUSIC AND VENDING . . .

PACKARD

AND

PX

ARE PROVING THE GREATEST PROFIT PRODUCERS OF ALL TIME!

PACKARD—You've heard all about "The Manhattan" . . . You've seen it . . . Now—put "Manhattan" on location and watch it exceed your fondest expectations! "The Manhattan" has everything a winning phonograph needs PLUS a dozen other features which makes for more play and more pay.

PX—An operator's machine because it has fewer and better moving parts . . . A customer's machine because it has feather-touch action . . . Its bright illumination catches the eye, reminds customers that cigarettes are available, stimulates purchases.

NOW AVAILABLE! THE NEW FRANTZ SCALE

Two sparkling models which make all other types obsolete: The streamlined Frantz ARIST-O-SCALE and MIR-O-SCALE. Built of the finest materials, mechanically perfect, they are year-in, year-out profit makers. Don't buy any scale until you've seen the Frantz 1948 precision-built machines.

OSBORN DISTRIBUTING CO.

63 PAGE STREET **SAN FRANCISCO, CALIFORNIA**

Phone HEmlock 1-7845

NOTHING SUCCEEDS LIKE A *PREFERRED* PRODUCT

First a whisper

then a **shout**

I want the MANHATTAN by Packard

● "My business deserves the *finest music!* That's why I want the new MANHATTAN. Like all good things, The MANHATTAN costs you more money, Mr. Operator. So, here is my proposition:

> **"Install the new MANHATTAN in my cocktail bar . . . *and don't pay me a cent until it is fully paid for.* Then for future operation of The MANHATTAN, we'll figure out a split that's fair to both of us."**

The above letter is typical of the enthusiastic reception accorded The MANHATTAN by leading locations.

It indicates a nation-wide trend . . . an overwhelming preference for the finest, most luxurious, highest-priced phonograph made . . . The MANHATTAN by Packard . . . the instrument that is bringing

a new Era in Automatic Music

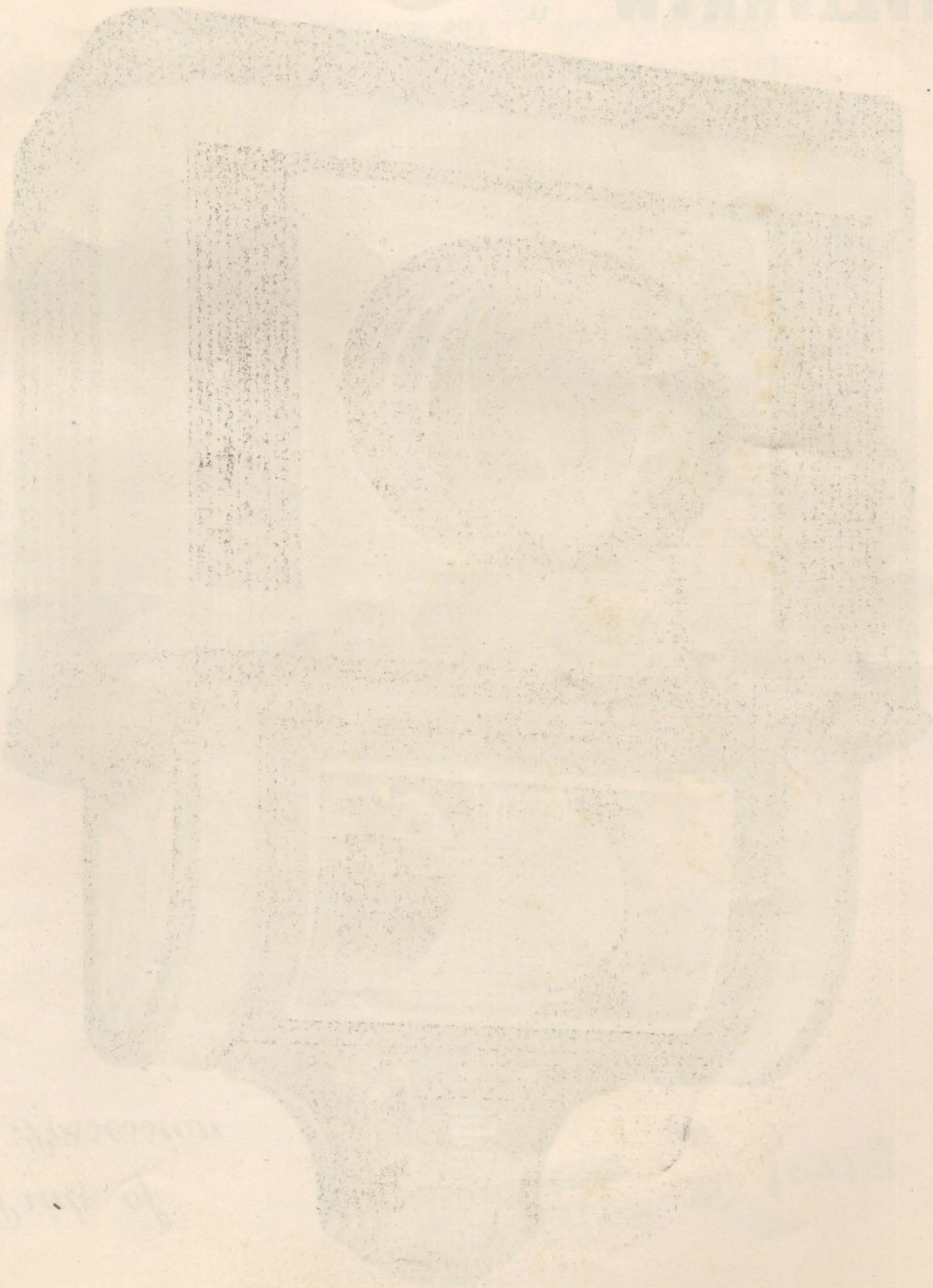
Pride of Possession

"THE MANHATTAN"

created by

Homer E. Capehart

PACKARD MANUFACTURING CORP. • Indianapolis 7, Indiana



Big New Earners from RCA Victor

PERRY COMO
with Russ Case and his Orchestra
So Far *AND*
A Fellow Needs a Girl
RCA Victor 20-2402

SAMMY KAYE
Zu-Bi
(Everyone's Love Song)
(Vocal refrain by Kaydets and Glee Club)
AND
Where is Sam?
(Vocal by Don Cornell, Kaydets and Glee Club)
RCA Victor 20-2420

BERYL DAVIS
with Russ Case and his Orchestra
It All Came True
AND
One Little Tear is an Ocean
RCA Victor 20-2426

LOUIS PRIMA
and his Orchestra
Civilization **(Bongo, Bongo, Bongo)**
(Vocal refrain by Louis Prima and his Orch.)
AND
Forsaking All Others
(Vocal refrain by Cathy Allen, Louis Prima and Chorus)
RCA Victor 20-2400

SPADE COOLEY
(King of Western Swing)
and his Band
Red Hot Polka
and
Who Dug This Hole I'm In
RCA Victor 20-2384

LUKE WILLS' RHYTHM BUSTERS
with vocal refrain
Shut Up and Drink Your Beer
and
Bob Wills Two-Step
RCA Victor 20-2415

DEEP RIVER BOYS
Male quartet with piano, guitar, bass and drums
Bloop Bleep
and
I Left Myself Wide Open
RCA Victor 20-2397

PAT FLOWERS
and his Rhythm
Goodbye, Good Luck, Get Lost
(Vocal refrain by Pat Flowers)
and **Sha-Wa-Wa**
(Weave to Me Some Jive)
(Piano and Vocal by Pat Flowers)
RCA Victor 20-2431

THE STARS WHO MAKE THE HITS ARE ON

RCA VICTOR RECORDS

Hot off the Platters

KEY TO STAR RATING

5★—Get It! Tailor-made for top grosses on automatic phonographs.
4★—Acceptable for use on automatic instruments.
3★—Only average. Suitable for program fillers.
Records which do not warrant at least a 3★ listing are purposely omitted from reviews published.

APOLLO

4★ 1070 Charlie Barnet
CARAVAN (Inst.)
DARKTOWN STRUTTER'S BALL (Inst.)
Top disc is a location "must." It's got a throbbing, pulsating rhythm, is pointed and hard-hitting, with fine instrumental harmony throughout. Under-wax is a take-off on Dixieland jazz; the air goes out of the tires after it reaches the half-way mark, but it still has enough to enjoy fair play.

CAPITOL

3★ 454 Jo Stafford
STANLEY STEAMER (V N)
WHEN YOU GOT A MAN ON YOUR MIND (V FT)
Front one, which is similar to the "Trolley Song," is from M-G-M's "Summer Holiday" musical. It's bright and light, but even with vocal aid by the Starlighters and good orking by the Paul Westoners, this is not a top-playworthy disc. Release of the pic will push it into the limelight but it's doubtful if it will sustain interest for long. Under-wax is a soft romantic ballad which is just average.

3★ 455 Skitch Henderson
THE STARS WILL REMEMBER (V FT)
EMPEROR WALTZ (Inst.)
The Henderson piano contributes much toward this brace but not enough to send it higher in Phonoville. First flip introduces a new male voice, Glen Sterling, who delivers the words in fair style. The under tune is the famous Strauss melody. Stack fillers, with the edge to "A."

4★ 456 The Pied Pipers
JUST AROUND THE CORNER (V FT)
I WANNA BE A FRIEND OF YOURS (V N)
"B" is the coin nudger of this coupling. It's a novelty tune based on an old children's song, with a fresh arrangement and sparkling harmony by the Pipers. Light and breezy, it will register "take" on most boxes. "A" is a slow, pleasant revival of the old Ted Lewis fav of two decades ago, but while it is sweet sounding, it just hasn't got phono appeal.

4★ 457 Billy Butterfield
PIC-A-NIC-IN (In the Park) (V FT)
MY SILENT LOVE (V FT)
The chips are high on "B," a 15-year-oldie brought back to harmonious life by Billy's poignant trumpet, the voice of Tommy Taylor and fine backgrounding by the band. Starter is quite novel but is draggy in too many spots.

3★ 40038 Leadbelly
SWEET MARY BLUES (V Blues)
GRASSHOPPERS IN MY PILLOW (V Blues)
Earthy, sincere blues sung by Leadbelly (Huddie Ledbetter) to the accompaniment of his 12-string guitar. Will enjoy average play in race spots.

3★ 40039 Eddie Miller
YOU OUGHTA BE IN PICTURES (Inst.)
MUSKRAT RAMBLE (Inst.)
"A" features modern treatment of an 18-year-oldie. Slow tempo until the final chorus when the lads hop it up. Eddie Miller's tenor sax shines throughout. Appeal is pretty general. Bottomside, however, is restricted to race spots, honkies, and jazz addicts. It's done in the old Dixieland style and the sidemen show they know how to dig a deep groove.

4★ 458 Clark Dennis
THE SHINY ONE (V Waltz)
LINGER AWHILE (V FT)
Keep your optics peeled on "B" and ready your tone-arms for action. This oldie will click, especially with the treatment afforded by Dennis and Billy May. Dennis tenorizes in superb form; melody is grooved with smooth but sweeping ease. It's an infectious song which will go places. Top one is a waltz with Irish garnishment, but flavor throughout is non-phonographic.

4★ 40031 Tex Williams
THAT'S WHAT I LIKE ABOUT THE WEST (V HB)
DOWNTOWN POKER CLUB (V N)
Tex Williams, who was just another folk artist until he disced "Smoke, Smoke, Smoke," comes through with the first sequel to his best-selling cigtune. Topper will not equal the play of "Smoke" but it's a terrific number, excellently arranged, with Williams at his fast-talking best. "B" is another shot at an old fav and is okeh, but won't approach "A" in the matter of meter clickings.

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COAST

4★ 8009 Jack McLean
WAIT'LL I GET MY SUNSHINE IN THE MOONLIGHT (FT VC)
I'M WAITING FOR SHIPS THAT NEVER COME IN (V FT)
Tone-armed for pleasant earing and light-toed dancing, this coupling is superbly smooth. Easy flowing rhythm, with Wayne Gregg's voice well fitted for the job.

3★ 8010 Jack McLean
DEEP DOWN IN YOUR HEART (FT VC)
HOKEY JOE (FT VC)
McLean and his smoothies are at their best, but the numbers themselves do not have what it takes to pull them out of the mediocre slot. Flip-over is a nice novelty. Good fill material.

3★ 262 Roy Hogsed
LOAFERS SONG (V HB)
COCAINE BLUES (V HB)
Excellent cow fare. Lively beat, good rhythm throughout. Hogsed and the Rainbow Riders score heavily.

COLUMBIA

4★ 37591 The Dell Trio
THE ONE I LOVE (Inst.)
JUST AROUND THE CORNER (Inst.)
Victor has the Three Suns, Majestic features the Twilight Trio, and now Columbia comes through with the Dell Trio. Organ, accordian and guitar are well harmonized, improvisation is original (although sometimes too original for good listening) but the lads have lilt and smoothness and are destined to go places. Of these two memorable oldies, "B" is the one the needle will love most.

4★ 37819 Frankie Carle
—AND MIMI (V FT)
FOR ONCE IN YOUR LIFE (FT VC)
Flip-on is definitely a comer in Hitville. It has a poignant, haunting quality, treated with musical tenderness. Gregg Lawrence highlights the vocal and Carle's piano stays well in the background. Flip disc is a danceable smoothie, with Frankie's piano pacing the way. Give the right-of-way to "A."

3★ 37840 Dinah Shore
IT TAKES A LONG LONG TRAIN WITH A RED CABOOSE (To Carry My Blues Away) (V FT)
DO A LITTLE BUSINESS ON THE SIDE (V FT)
The Shore monicker on the title strip may flatten this three-star rating into the dust, but that's all it rates in your reviewer's estimation. These are rhythmic novelties, sort of cute, but not cute enough to make them stand out.

4★ 37809 Frank Sinatra
THE STARS WILL REMEMBER (So Will I) (V FT)
CHRISTMAS DREAMING (A Little Early This Year) (V FT)
Frankie is at his swoony best on these clicky mates. A stirring string background and fine arrangement by Stordahl add up to sure-fire phono fare.

4★ 37568 Doris Day
I'M STILL SITTING UNDER THE APPLE TREE (V FT)
WHEN TONIGHT IS JUST A MEMORY (V FT)
Remember that best-seller of years ago, "Don't Sit Under the Apple Tree with Anybody Else But Me"? Well, after all this time, we discover that the sitter is still sitting—which is good news for phonomen because the number has a zesty melody which should do well. Doris Day gives out the vocals in fine fettle, but on the reverse she unlips in wispy little-girl style which is designed to be romantic and moony, but in reality is thin and weak.

3★ 37585 Spade Cooley
SPADELLA (Int.)
YOU NEVER MISS THE WATER (Till the Well Runs Dry) (V HB)
Excellent cowtown tunes delivered with sprightly rhythm. "A" achieves an unusual instrumental effect; you can just see the wind-blown prairie and the hard-riding cowhands. "B" is standard hill fare, ably delivered.

3★ 37586 Billie Holiday
LONG GONE BLUES (V Blues)
AM I BLUE? (V Blues)
A couple of easy-to-take blues with fine instrumentals. "A" side features Tab Smith on the soprano sax, is a difficult instrument to handle, but he comes through admirably, adding class to the offering. Numbers were originally recorded in 1939 and 1941 but were not issued until now.

(Continued on Page 72)

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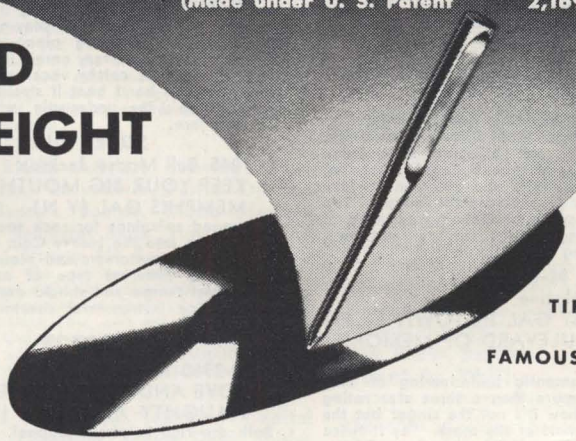

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4★ 37587 Dinah Shore
KOKOMO, INDIANA (V FT)
YOU DO (V FT)
Both tunes are from the current flicker, "Mother Wore Tights," and front runner is the coin catcher. It's a nostalgic ditty, with catchy rhythm and fine "mood" singing by silver-voiced Dinah Shore. "B" is done in slower vein and while Dinah gives her all, the tune simply hasn't enough oomph to impress anyone.

4★ 37592 Buddy Clark
I KISS YOUR HAND, MADAME (V FT)
THEY'RE MINE—THEY'RE MINE—THEY'RE MINE (V FT)
Superb singing by Buddy Clark and fresh arrangement by Mitchell Ayres and his ork pull the reverse side into pay dirt. It's a novel, yet very sweet ballad, which will separate customers from their coin and leave 'em happy. Opening waxing is from "The Emperor Waltz" and the rendition of this old fav is strictly in the groove.

3★ 37593 Claude Thornhill
EARLY AUTUMN (Beguine V)
OH YOU BEAUTIFUL DOLL (FT VC)
The backgrounding autumnal picture painted by Thornhill's band and the maestro's nimble piano fingers are good, but the "A" melody is too abstract to attract and hold interest. Underling is an oldie put over in good form.

MAJESTIC

4★ 7261 Jack Leonard
NAUGHTY ANGELINE (V FT)
A-N-G-E-L SPELLS MARY (V FT)
A pair of silk-smooth renditions, with the play edge to "A" because of its bounce and light airy swing. Good blending by the orchestra, the Crew Chiefs, and Leonard's pipes.

4★ 7262 Ray Dorey
THE FREEDOM TRAIN (V FT)
—AND MIMI (V FT)
There is a wistful, haunting quality about "B" which can't fail to touch even flint-hard emotions. A super-duper vocal job bringing forth these qualities makes it sure of repeat play. It's handled with feeling and sensitivity and you can see the light silvery threads play across the biscuit. Top platter is a stirring piece proclaiming our land of freedom, but judging by the current conditions, the folks aren't going to go for it.

M-G-M

3★ 10069 Billy Eckstine
THE WILDEST GAL IN TOWN (V FT)
ON THE BOULEVARD OF MEMORIES (V FT)
When the fine romantic balladeering of Billy Eckstine can't pull more than a three star rating on a number, you know it's not the singer but the number which falls short of the mark. Say it twice and you've got the story of this coupling. Of the two, "A" edges ahead because of its slow, easy-paced rhythm and lyrics, but neither one is a world beater and warrants nothing better than stack fills.

3★ 10063 Bob Houston
AS YEARS GO BY (V FT)
EVERY SO OFTEN (V FT)
"A" is based on Brahms' Hungarian Dance No. 4 as played in the flicker, "Song of Love." Ably voiced by Bob Houston and carefully soundtracked by Hugo Winterhalter's ork, it has a haunting, soul-stirring quality and should enjoy good reception at the boxes. "B" is a romantic ballad, just average.

MUSICRAFT

3★ 15109 Mel Tormé
KOKOMO, INDIANA (V FT)
HOW LONG HAS THIS BEEN GOING ON (V FT)
Tormé has a warm, ingratiating, whispering voice, but it's out of place on the top one because "Kokomo" is the kind of record which should be done in homey, earth-worn style. Flip Two is too slow, with Tormé trying too hard for effect. For moon-struck Tormé fans only.

4★ 15112 Phil Brito
I'M SORRY I DIDN'T SAY I'M SORRY (When I Made You Cry Last Night) (V FT)
AN APPLE BLOSSOM WEDDING (V FT)
A couple of slow romantic dream tunes, with Brito's stellar baritone nursing them into prominence. Good musical backing by Ted Dale and his 15 sidemen.

SPECIALTY

3★ 518 Roy Milton
BIG FAT MAMMA (V Rhythm)
THRILL ME (V Rhythm)
Topper is the big fat play-getter. Camille Howard's clear sparkling piano capers sets the rhythmic pace at the very onset. The Solid Senders join Milton on the catchy vocal arrangement, and the boys in the band beat it straight and bouncy. Camille vocals the under-spin, which is average race spot fare.

SUPER DISC

3★ 1045 Bull Moose Jackson
KEEP YOUR BIG MOUTH SHUT (V N)
MEMPHIS GAL (V N)
Two good spinnings for race spots, with topper pulling away into the Heavy Coin Club. The title alone will stop customers and pique curiosity. It's a decidedly different type of novelty done in medium-fast tempo and should draw well. Underone has nice instrumental overtones and swing-easy style.

VICTOR

4★ 20-2360 Dennis Day
LOVE AND THE WEATHER (V FT)
NAUGHTY ANGELINE (V FT)
Both are rich in phono appeal. Top one is an Irving Berlin composition which has sweet rhythmic charm; under-side is a sentimental version of a gay coquette. Charles Dant's ork handles the assignment with aplomb and Dennis Day's feeling voice stamps the final okeh.

4★ 20-2361 Vaughn Monroe
KOKOMO, INDIANA (V FT)
YOU DO (V FT)
Two dandies from "Mother Wore Tights," with "A" side outracing the bottom flip on the meters; it's refreshingly gay and lilty. Monroe's relaxed, free-and-easy singing style grooves well with the Moon Maids. "B" is deep romantic fare, with excellent brass and violin backing and Vaughn at his heart-throbbing best.

3★ 20-2366 Pee Wee King
TEN GALLON BOOGIE (V HB)
I HEAR YOU KNOCKIN' (V HB)
Lively, spirited western fare done in the best toe-tapping style. Excellent. Guitar and accordian stand out.

3★ 20-2367 Elton Britt
CASTLE IN THE APPLE TREE (V HB)
AFTER WE SAY GOODBYE (V HB)
The second spin, although well done, is the old cowboy lament which you can buy anywhere anytime. The opener is the fresh breeze that blows coins boxward. Sweet and lilty, with lush violin strings well propped, it is a song of tender reminiscence which the country folk will love.

5★ 20-2375 Spike Jones
ONE HOUR (The Puppy Love Song) (V N)
POP CORN SACK (V N)
Zany Spike Jones has fashioned two sides which will send meters spiraling. There is corn and coin on both flips but "B" gets the higher rating. It's a swingy, looney tune about the movie-gazing folk who drive everybody else in the joint to near-murder by their pop corn crunchings and bag poppings. Front side is a hilarious imitation of a dog baying at the moon. Get an armful of these two and be prepared to rush reinforcements to the stack.

4★ 20-2377 Dennis Day
YA SHURE YOU BETCHA (V N)
CHRISTMAS DREAMING (A Little Early This Year) (V FT)
Dennis Day has won heaps of popularity on his sterling Irish melodies, and now he switches to Swedish dialect on the first spin and again scores heavily. This is a gay, infectious number with fine orchestration and should do well at the boxes. "B" is a sentimental ballad, aptly delivered, but a bit too slow to be a click-hit, having a tendency to drag in spots.

3★ 20-2382 Roosevelt Sykes
FLAMES OF JIVE (V Rhythm)
BOP DE BIP (V Rhythm)
Jivesters and race folk will like these two. Plenty of heppy beat and driving rhythm on the front runner, with toe-tapping blues in the swift style characterizing the bottom one.

3★ 20-2385 Buchanan Brothers
(When You See) THOSE FLYING SAUCERS (V HB)
THE SILVER METEOR (V HB)
The next time a flying saucer story makes the front page, shoot "A" into the boxes and it can't fail to amass good revenue. Even without the aid of the papers, the tune is swingy and the philosophy is excellent. The flip-over is good hill fare, featuring snappy patter, good train sound effects, and on-the-beam rhythm.

4★ 20-2371 Tommy Dorsey
THE OLD PIANO TUNER (V FT)
JUST AN OLD LOVE OF MINE (V FT)
TD eases back into his smooth danceable style of presentation, and the result is noteworthy. They are comparing the front-runner to "The Old Lamp Lighter," but while it is a pleasant ditty, it won't reach those heights. Priority should go to "B" which is ice-smooth in delivery and so, so warm—the kind of tune that puts wings on your soles. Stuart Foster soloes the flip-on and then shares vocal honors with Lucy Ann Polk and the Town Criers on the flip-over.

3★ 20-2372 Sammy Kaye
SERENADE OF THE BELLS (V FT)
THAT'S WHAT EVERY YOUNG GIRL SHOULD KNOW (V N)
Opener is a very beautiful number, unwrapped with tenderness and gentility, but the theme may be a little too solemn for heavy nickel nudging. "B" has a very intriguing title and very catchy lyrics, well tonsilled by Laura Leslie, but the melody itself doesn't pack too much paprika.

MUSIC OPERATORS' NEWS
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Victor 11-9654 Record (12")
Minneapolis Symphony Orchestra, Dimitri Mitropoulos, Conductor
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Reminiscent of the ingratiating kind of musical fare found in one of America's oldest forms of stage entertainment, this work by Morton Gould affords Mitropoulos an opportunity of displaying the obvious enjoyment and zest he derives from conducting. Work is snappy, witty and bright and is thoroughly enjoyable listening. Ideal for automatic use.

Victor 11-9672 Record (12")
Ania Dorfmann, Pianist
LISZT: UN SOSPIRO: SCHUMANN: AUFSCHWUNG, Op. 12, No. 2

Concert hall realism is readily apparent in these interpretations of two compositions heard repeatedly in recital programs. Superb musicianship, beautifully recorded.

Victor Album DM 1135 (12")
Arturo Toscanini and NBC Symphony Orchestra
A WAGNER PROGRAM: Siegfried Idyll, Faust Overture, Die Walkure: Act III: Ride of the Valkyries

After more than 50 years of making musical history with his magnificent interpretations of Wagner's music, Toscanini records three of Wagner's most picturesque and melodious symphonic compositions, with a "Faust" Overture, for the first time. Work leaves nothing to be desired in the way of sheer beauty of imagery and dramatic power. A truly great album and one which can be used over and over again on wired outlets.

Victor Album DM 1136 (12")
Jascha Heifetz, Violinist
BACH: CONCERTO IN D MINOR FOR TWO VIOLINS AND ORCHESTRA

Accompanied by the RCA Victor Chamber Orchestra Heifetz plays both solo parts—a feat which undoubtedly Bach did not foresee when he wrote this work 225 years ago. In these recordings the listener is conscious of a perfect blending of tone between the first and second violin parts, which were made separately and then synchronized on master discs. Technically and artistically the work is a triumph.

Victor Album DM 1141 (12")
Sir Thomas Beecham and the London Philharmonic Orchestra
BEECHAM FAVORITES: Prince Igor: Overture; The Trojans: Act III: Royal Hunt and Storm, Trojan March.

Like Toscanini, Beecham knows the entire symphonic and operatic repertoire intimately and his interpretations can rightfully be regarded as the last word in authenticity. On these six sides he records his favorites, projecting myriads of orchestral color and brilliant instrumentation with breath-taking impact. May be used in whole or in part very effectively.

Columbia Album M-MM-692 (10")
Guiomar Novaes, Piano
BRAZILIAN PIANO MUSIC

The exciting folk melodies of Brazil provide the thematic material for this album by a native Brazilian. Selections are in two-four time and fast tempos which are representative of the serious, popular and folk music of the country. Refreshing and interesting to hear, these records should satisfy on wired outlets.

Columbia Album X-MX-282 (12")
Laura Newell, Harp; Milton Katims, Viola; John Wummer, Flute
DEBUSSY: SONATA NO. 2 FOR FLUTE, VIOLA AND HARP

This gently melancholic and lovely sonata was the second of six Debussy planned to write to free French music from massive German influence. Described as one of the most rhythmically complex and atmospheric works Debussy ever composed, it may prove too light for automatic use. In dining spots it should please.

Columbia Album M-MM-691 (12")
Jennie Tourel, Mezzo-Soprano
ROSSINI ARIAS

The flexibility of the voice of Miss Tourel lends itself remarkably well to the interpretations she gives these arias from familiar Rossini operas. Sung in Italian with the Metropolitan Opera Orchestra accompanying. An album of rare musical pleasure for all lovers of singing.

Columbia Album M-MM-696 (12")
Raoul Jobin, Tenor
ROMANTIC ARIAS (From French Operas)

Six arias from the best loved works in the realm of French grand opera and sung in French by the noted French-Canadian tenor with the Metropolitan Opera Orchestra accompanying. Nicely recorded and occasional use on wired outlets should prove profitable.

Columbia Record 12584-D (12")
Philadelphia Orchestra, Eugene Ormandy, Conductor
DUKAS: THE SORCERER'S APPRENTICE

Here is one of the most popular of all orchestral tone poems and the orchestra gives it a magnificent recording. Everyone will remember it from Disney's "Fantasia." Witty and delightful music for every member of the family to enjoy. Use it.

Columbia Record 7566-M (12")
Carnegie Pops Orchestra conducted by Maurice Abravanel
JEWELS OF THE MADONNA: Dance of the Camorristi
STRAUSS: Tritsch-Tratsch Polka, Op. 214
RIMSKY-KORSAKOV: Flight of the Bumble Bee

Light as a summer breeze and gay as a carousel are these three lively selections. Last two share the second side of the disc. Customers will go for these numbers. Don't pass this record by.

POPULAR ALBUMS [10"]

Capitol AD-56
WESTERN POLKAS featuring Tex Williams and His Western Caravan. Big Bass Polka, Beer Barrel Polka, Cowboy Polka, Milkman Polka, Capitol Polka, Cowbell Polka and Yodeling Polka.

With the exception of "Beer Barrel Polka" these are all original Tex Williams polkas. Tex sings two, two are sung by the entire orchestra and the remaining four are performed as instrumentals. Spirited numbers. There's an incredible popularity for this type of music right now and these numbers will fill the bill.

Capitol BD-57
BENNY RIDES AGAIN, starring Benny Goodman. Lazy River, Puttin' On The Ritz, Benny's Boogie, Music Maestro Please, Bannister Slide, How High The Moon, Chicago, No Baby No.

Highlighting the clarinet virtuosity of Benny Goodman these eight sides showcase his marvelous versatility. Goodman is featured as a soloist, with the Goodman Trio, with the Goodman Quartet and the Quintet and Sextet. Final two sides bring in the entire orchestra. A magnificent collection of outstanding Goodman selections.

Capitol BD-58
CAMPUS CLASSICS, featuring Capitol Artists. Could-Ja, School Days, Spider and the Fly, A Little Farther Down the Road A Piece, I Know That You Know, Mean To Me, Whiffenpoof Song and I Get the Blues When It Rains.

Leading off the parade of Capitol Artists is the King Cole Trio, followed by Johnny Mercer and the Pied Pipers. Second pair has Stan Kenton sharing the platter with Ella Mae Morse and Her Boogie Woogie Seven. Next pairing features Buddy Cole and Ella Mae's jumping vocal. Next disc has Benny Goodman Quintet and Paul Weston backing up. Final record has the Pied Pipers doing the "Whiffenpoof" and backed by a vocal treat by the Dinning Sisters. Numbers were selected from a college poll and are especially appropriate at this time of year. Try these numbers.

Columbia C-138
GENE KRUPA. Tuxedo Junction, Boogie Blues, Drum Boogie, Leave Us Leap, Let Me Off Uptown, Drummin' Man, That's What You Think, Knock Me A Kiss.

A representative assortment of Krupa's best efforts with the drumnastics of Krupa's liberally featured. Young blades will go for this line up and dancers and swing fans will get a bang out of all eight sides.

Columbia C-139
LOUIS ARMSTRONG and his HOT FIVE. Ory's Creole Trombone, The Last Time, Once In A While, Struttin' With Some Barbecue, Got No Blues, I'm Not Rough, Put 'Em Down Blues, Savoy Blues.

These are the original records that made jazz history. All of the tunes in this album were recorded back in 1927 and are collector's items. Jazz lovers will go for these recordings. And colored spots will wear 'em out.

Columbia C-140
THEME SONGS (Vol. 2). Sunrise Serenade, Star Burst, Snowfall, Leap Frog, My Shawl, Day Dreams Come True At Night, Heart to Heart, The Very Thought of You.

Here, recorded by the bands using them, are the theme songs of Frankie Carle, Gene Krupa, Claude Thornhill, Les Brown, Xavier Cugat, Dick Jurgens, Elliot Lawrence and Ray Noble playing their own tunes in the order listed above. Music fans will go for the complete theme recordings so feature these accordingly. They'll click.

Columbia C-141
SONGS OF HAWAII featuring Harry Owens, His Royal Hawaiians, and Hilo Hattie. Hilo Hattie, Hawaii Will Be Paradise Once More, Princess Poo-poo-ly, Sing Me A Song of the Islands, The Cockeyed Mayor of Kaunakakai, Ua Like No A Like, Song of the Mynah Bird, Aloha Oe.

A gay assortment featuring the comic gifts of Hilo Hattie, the romantic ballads of Gil Mershon and the unusual voice of Eddie Bush. Owens wraps up eight of the best tunes of the Islands. Excellent phono fare.

Western Packard Men Report Business Good

LOS ANGELES—Packard distributors in the eleven western states are in excellent condition, reports W. E. Simmons, Packard western sales manager, who has just returned from a swing over the northwest. Most all Packard stock on hand is at a very low inventory, or completely sold out, and distributors are looking forward eagerly to their first quantity lot *Manhattan* shipments.

Jim Kelly, of Kelly Distributing Co., Phoenix, Ariz., has opened new offices in Colorado Springs and Albuquerque and reports that business is good at both new branches. Jim is Packard distributor for Colorado, New Mexico and Arizona.

Klear Tone Distributors, Portland, Ore., have been named distributors for the Packard Pla-Mor line, Simmons states. Pete Peterson, who heads the firm, was a dealer for Capehart *Orchestrope* in Portland during 1928 and 1929. Peterson told Simmons: "I have the utmost confidence in anything engineered or created by Senator Capehart. His merchandise has always been of the highest quality."

Six New Firms Start in Philly

PHILADELPHIA—Several new firms in the coin machine field are starting operations in Philadelphia.

United Beverage, operating outfit affiliated with Square Mfg. Co., manufacturers of cup-type soft drink vendors, is setting up an office here under John Coyle, who will be in charge of the firm's operations in nine Eastern states.

Charles L. Cade, a former business manager of the Phonograph Operators Assn. here, has set up the Cade Distributing Co. and will handle distribution for Packard Mfg. Corp.

Kwik-Kafe of Philadelphia, whose coffee machines are already on locations, has applied for a business corporation charter to "design, manufacture, buy, sell, lease, distribute, service, repair and generally deal in coin-operated vending machines, and parts and supplies therefor, for vending and supplying coffee and other beverages, food and food products, candy and tobacco products and to do all things necessary and essential thereto."

Petitions have been filed under the Fictitious Name Act by Milton Friedberg to do business as Flo-Ron Vending Co.; by Francis J. Regan and Charles P. Welsh to do business as Vending King Co.; and by Max and Sol Sukenick for Ace Amusement Co.

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Ridin' Herd with

COMMENTS ON MACHINES—THE FOLKS WHO MAKE, SELL AND OPERATE THEM

September started the fall parade off on a good keel, even though a few hot days came as a reminder of a summer that had set some sort of a record. Some are ready to say it was a record for a summer slump but when checking back on some of those prewar summers, the one just past doesn't seem that bad.

October will probably be the real key to the fall and winter trade level and October reports will have to wait for another issue. The general business level is still on boom proportions and the coin machine trade will certainly share in the general gains.

The gathering of coinmen from far and near at the impressive CMI Cancer Fund Dinner gave evidence of the great spirit of enthusiasm, good will and progress that keeps the Industry going ahead.

Plans for two big coin machine conventions were moving along with all the speed that the sponsors could wish for them during September. Not a single word of discouragement has been heard about the plans for the conventions. The NAMA show will come first and it will be a precedent maker in the vending machine field. The list of exhibitors that quickly signed up assured the convention being a success right from the start. Manufacturers began rushing to apply for space in the CMI show also as soon as announcement was made.

From now on, much of the big trade news will center around convention plans till they are over. There will be two or three supply trade conventions in Chicago, too, this fall that will interest the vending trade.

The soft drink trade is beginning to give special attention to the reports about canned fruit juices competing with carbonated drinks. Reports that vending machines will be used to sell the small cans of fruit juices have been given prominence in soft drink trade papers. Reports of manufacturers that are introducing the small 6-ounce cans (vendor size) also increase the feeling of competition.

Ken Wilson, formerly Amalgamated Distributors Co., Chicago, stopped over in the Windy City early in September. He has made a change in business plans and will not locate on West Coast as he had previously planned.

An interesting sidelight on hot summer weather was the advertising by Chicago ice firms in the daily papers. In addition to sales talk for ice cubes, the ads referred the public to telephone "Red Book" "for your nearest 24-hour ice vending machine." At least two ice companies have display ads in the phone directory announcing vending machine service.

Help Wanted columns in the Chicago newspapers, immediately after Labor Day, had a conspicuous number of appeals by candy, gum and soft drink makers for help of various kinds.

At least one firm name familiar to coin machine circles in Chicago was included in the list of 25 manufacturers that recently bought a steel mill in Pennsylvania in order to beat the steel shortage. This was the Webster-Chicago Corp., listed in the 1947 SOURCE BOOK, page 59. The 25 firms will use the mill to supply their own needs for steel, and then further output will be sold on the market. Men leading in the enterprise say the outlook is that steel shortage may last three or four years yet.

Members of the National Assn. of Music Merchants (retail music stores) were advised by their organization headquarters in Chicago to keep busy on their Congressmen during the summer and fall to get repeal of excise tax on phonographs and radio. The Senate Committee on Finance had tabled the bill to remove the excise on musical instruments, association officials said. H. R. 4259 was the bill in question and NAMM will endeavor to get it introduced again when Congress meets.

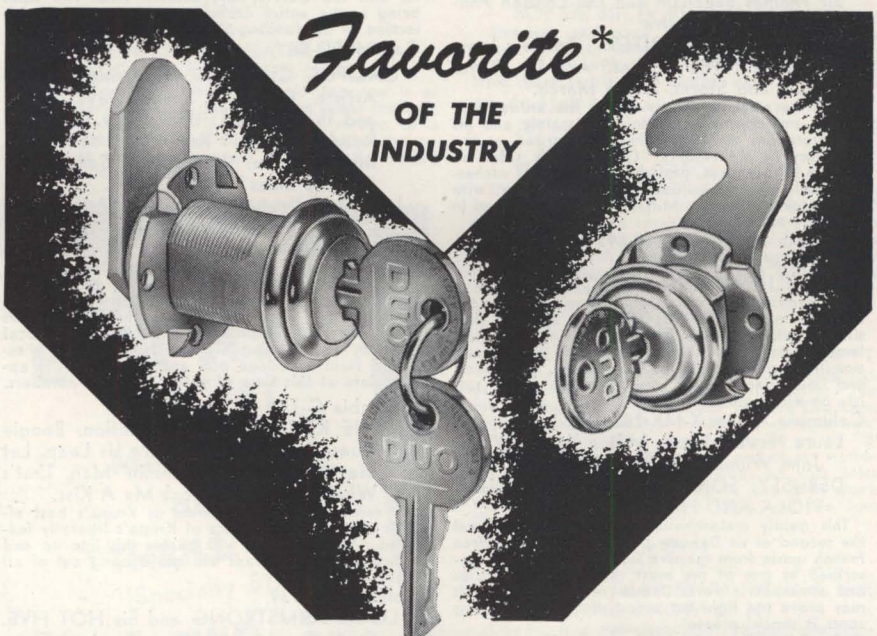
Irving Davis, big operator of candy concessions in theatres in Chicago area, is expanding his activities in the coin-operated field. He says candy machines in theatres did their biggest business during the heat wave of July and August. Air conditioning did it, he said. *Univendors* galore, by Stoner, line the big display room of the firm. A new cup-type drink vendor by C. C. Bradley, is also on the floor and Davis says he will distribute it in Chicago area.

More than 15,000 consulting engineers — 13,000 gain since 1940 — now offer advisory services to manufacturers. They are being called in now chiefly to help devise means whereby manufacturers can reduce costs. These specialists charge $65 to $150 a day for their services. There are at least one or two such firms in Chicago that cater to the coin machine trade. Consulting engineers say the big job will come when prices on manufactured goods start the big decline; then manufacturers will have a hard time to avoid cutting prices below cost.

Max Rosenbaum, head of Square Mfg. Co., says the system followed by his firm in training the men it puts into the operating business has proved very satisfactory thus far. No machines are sold to an operator until he is well trained. The firm makes a two-flavor, cup-type soft drink vendor. Output of machines at the present time is severely limited, he says.

If a big firm like Westinghouse Electric has difficulty in getting parts and steel, it is easy to guess what troubles the average coin machine factory, much smaller than Westinghouse, must have at times. Everybody seems to agree though that parts and materials are improving in supply month by month.

Dwindling members of the National Vending Machine Operators Assn. (Chicago) had a get-together recently; two or three a year now marks the number of meetings of probably the oldest operators' organization in the world. Regardless of problems to discuss, meetings soon give over to reminiscing. The organization was



famous DUO LOCKS

- Triple combination action of 14 tumblers makes picking virtually impossible.
- "Duo registered key plan"—one key for all your machines.

* *More Duo Locks are installed on coin-operated machines than any other quality lock.*

THE ILLINOIS LOCK COMPANY
808 SOUTH ADA STREET • CHICAGO 7, ILLINOIS

originally formed by men chiefly back from World War I and bulk vendors have been their main business. Several of them got jobs in plants during the recent war and so their total business is on the long slope downward.

In various ways their members prepare for the future. One prominent member, back just after the depression, bought five phonos on credit and since V-J Day has sold his entire route to become a retired farmer. His cronies say he has about $200,000 now. One of the pioneer members still keeps his job at a steel plant and also operates 150 bulk vendors now. He says an operator must have as many as 500 bulk vendors to make a living. Pat Considine still holds as secretary and keeps the organization together.

Association activities increased in all trade centers after Labor Day, a sure sign that coin machine business takes on new life. Many coinmen say the past summer was just too much for everybody. Machines indoors only got good play in air conditioned places and there were not enough of the cooled locations to keep play at a reasonable summer level.

Even bulk vendor operators reported in Chicago that earnings dropped 50 per cent in many locations during the hot month of August.

J. P. Pero is the new sales manager of Spacarb, Inc., New York, a famous name in the cup-type drink vendor field. The firm is now getting deliveries on its new machine which offers the customer a choice of flavors for his cola drink. This development begins to suggest a much bigger horizon for cup vendors. There has been much talk of a battery of 12 machines giving the public a choice of 12 flavors; now a battery of only a few machines will be able to do it.

Pero starts his program by stressing the fact that the cup vendors are the type for independent operators, and that those who cater to the operating trade should stress the fact.

Estimates on the number of cup-type vendors now in use vary from 5,000 to 10,000. One of the most active organizations in the cup field estimates the number at 7,000 and estimates bottle-type vendors in use at 200,000. Also says the potential market for cup vendors is about 100,000.

At least two big cities have recently started talking a local tax on vending machines — Chicago and New York. Chicago has been bringing the subject up intermittently for two or three years and there is always danger that a tax might be passed. There is one possible good that might come along with a tax in Chicago; in order to get more revenue the city might legalize the operation of cigarette vendors. The "coin machine capital of the world" still declares cigarette vendors and pin ball games to be a corrupting influence for its citizens.

Talk of a vending machine tax in New York came after the Legislature of N. Y. State this year passed a law empowering local governments to tax vending machines for revenue.

In its broad program for the vending machine trade, NAMA is now laying the groundwork to secure the repeal of some unfavorable state taxes on vending machines, as well as prevent passage of new taxes. First steps toward securing repeal were taken in one state in September. Among other things, the plan involves showing state officials just how much of a product grown in the state is sold nationally through vending machines.

It is an interesting thing to see a full

NEW LOW PRICES on AEROPOINT Coin Machine Needles

Aeropoint Original. The only curved shank needle for operators at this price. *Recommended for lightweight tone arms.*

BUY NOW AND SAVE UP TO 22% on these two famous styles of long-play, coin machine needles

COIN MACHINE REVIEW **75** FOR OCTOBER 1947

LOOK AT THESE LOW PRICES!

	Now	*Formerly*
1-299	40c ea.	46c ea.
300-499	38c ea.	44c ea.
500-999	36c ea.	42c ea.
1000 or more	36c ea.	40c ea.

100 NEEDLE BONUS

Free

WITH EACH 1000 NEEDLES PURCHASED ON THIS OFFER

Play the percentages! In addition to the savings outlined above you get an additional 10% break for every 1000 needles you buy. We will ship *1,100* needles for every *1,000* needles ordered on this offer. That's 10% more for you, right there. Put these percentages together and they spell: "SAVINGS" . . . if you act right now.

Plus 100-needle Bonus with Each 1000 Needles

FREE TRIAL OFFER: If you have never tried Aeropoint Needles we'll furnish samples on request.

Aeropoint Red Devil. Precision made, osmium tipped straight shank for the most rugged locations.

AERO NEEDLE CO., 619 N. MICHIGAN AVE., CHICAGO 11, ILL.

page newspaper ad, by a candy bar manufacturing firm, appealing for workers to help make more candy. That happened recently in Chicago, and while one firm was using display space several other candy bar makers were using big space in the help wanted sections. Labor shortage held back candy bar output for some months this year.

Now, the candy manufacturers need new machinery, and one authority in the candy field said new machinery is not being installed to assure big increases in production in the future. Operators in some centers still report shortage of the most popular bars, but signs in the manufacturing industry suggest that a lot of candy bars will be turned out from now on.

D. W. Donohue, Mills Industries, Inc., Chicago, says he doesn't travel so much now, but lets the younger men do it. Donohue thinks it would be a good idea for the coin machine manufacturing industry to level off and not to try too much expansion. He thinks prices in all lines of business will not drop for another year, and then prices on coin machines will come down with the general trend.

Casual observation in a city like Chicago suggests a conspicuous lack of new machines in many locations. It suggests there is a lot of room yet for new machines of all types; for before the war Chicago was considered one of the first places likely to become crowded with machines. Postage vendors are probably the most conspicuous in new placements, chiefly because they were made right on during the war. Arcade machines are licensed and here and there you see them; there are plenty of new phonos of course. Change makers show up here and there as a decided novelty, and soft drink machines in theatres are now a necessary service to the public. In the factories, practically all machines observed look pretty old. New candy bar vendors are slow in getting to be conspicuous, and so on.

Summer put a heavy crimp in the number of distributors who came to the Chicago manufacturing center. Many of them came to the big CMI Cancer Fund Dinner, now a historic event, and remained in the city a few days to check with manufacturers. Distributors say the territorial assignments made by manufacturers have now become a pretty stable thing, but here and there one hears squawks about somebody crossing a line.

Coin machine gatherings in the Windy City slacked during the summer, but September brought a return of meetings. Charlie Schlicht, Mills Industries, Inc., gave a cocktail party for Joe Stella, long a Mills man, who recently was made assistant manager in the music division. Local coinmen, from operators to manufacturers, turned out to wish Stella big success. Some entertainers now appearing in Chicago were also present to grace the occasion. Jim Mangan, CMI public relations man, says these entertainers are giving hearty support to the Cancer Fund Drive — among them, Benny Strong, Teddy Phillips, Marty Gould, Freddy Nagel and others.

In addition to being happy about the rush of applications for booth space at the 1948 Coin Machine Show, Jim Gilmore was busy during September in signing up new associate members in CMI and also renewals. The goal is 1,000 associate members, he says, and membership fees go to public relations fund.

H. T. Larrimore, president Kalva Venders, Inc., Chicago, says the fully selective bottle vendor for soft drinks is the machine for operators; bottlers can best use the one-flavor type, he says. He thinks the professional operator has been slow to investigate possibilities in the drink vending field.

Bert Mills, of Bert Mills Corp., Chicago, was quite happy about the results of the two-day session early in September for distributors of the *Coffee Bar* machines and their service men. Distributors went back to their territories ready to do a selling job, he said.

When there was a prospect of phonograph records showing a new wave of price increases, music operators began to worry. Ray Cunliffe, president of Illinois Phonograph Owners Assn., said increasing record costs would be a real problem for men in the phono operating field.

Terry Terhune, General Vending Machine Corp., Chicago, says in operating bottle-type soft drink machines, commission to locations runs 15 to 25 cents per case.

Cal Beverage Co., Chicago, makers of a cola and also drink vendors, made some plant improvements during the hot summer months. Edw. L. Renno, former advertising man, is no longer with the company.

"I am interested in a better bulk vending machine business and will strive toward that goal so long as I am in the business. Better candy and better machines is what we need." — George F. Eby, Vending Machine Dept., Ferrara Panned Candy Co.

Morrie Ginsburg, Atlas Novelty Co., Chicago, is very much on the job and optimistic about the phonograph trade. But his brother Eddie has not yet recuperated fully from an operation to stay at the firm every day.

Friends of Jack Fitzgibbons, New York, say he is relinquishing most of his business duties as a distributor because his health is not up to par.

Trade reports drifting westward suggest that more cigarette machines will be coming onto the market soon. Even with steel shortages, some of the manufacturers are getting production up to a level that they can help operators replace more of the very old machines.

S. L. Luber, the young sales manager of Rudd-Melikian, Inc., Philadelphia, makers of *Kwik-Kafe* dispensers, made a favorable impression on the trade when he was in Chicago because of his enthusiasm for his machine. A big operator of soft drink vendors in the Chicago area was interested in adding coffee vendors himself, rather than let some other operator show up with competition.

Head of a Chicago enterprise, who should be in a position to make a fair estimate, says number of automatic phonographs turned out since V-J Day to July 1 probably reached the 125,000 figure.

Firm probably operating the largest number of cup-type soft drink vendors in Chicago estimates the number in the city at about 700 machines, with six or seven firms doing the operating.

Grant Shay, Bell-O-Matic Corp., says his observation suggests there are not as many operators now actively in the business as before the war. This would apply to the general operator who handles amusement machines, phonos, etc.

After the September meeting of the board of directors, Henry T. Roberts, U. S. Vending Corp., Chicago, expressed big hopes for the future. Production delays for many, many months have kept Roberts' sales spirit under a handicap. The firm surprised the trade by announcing a vendor to handle frozen foods. The refrigerated candy bar vendor was mentioned in the Spotlight column of the August REVIEW. Roberts has another big secret about vending machines that he is trying like sixty to prevent mention in the press.

Col. F. E. Ross, general manager, Ald, Inc., Chicago, the Westinghouse Laundromat distributor for the nation, says the old-line coin machine operators are not showing interest in coin washers. The same statement comes in from manufacturers of some other new type of machines. And yet the history of the operator as such has been that of a man who is quite an adventurer and always looking for something new. A Chicago operator explains the present situation by saying that established operators will invest in the new ideas when they have seen them tested long enough to compare with their present investments.

Laymon Shows Big Line New Bally Games

LOS ANGELES—"When we unpacked the crates, we were amazed!" declares Paul Laymon, speaking of the brand new Bally *Jockey Special* and *Jockey Club* games. "These are unquestionably two of the most exciting, most profitable games we have ever had the privilege to handle. The Bally people have out-done themselves."

Jockey Special and *Jockey Club*, on display at the Laymon showrooms, are one-ball multiples and incorporate the sensational "Horseshoe Flash," a vastly improved version of the "Mystic Flash" which proved a record-smashing profit-producer in Bally *Entry* and *Special Entry*.

"Operators," says Laymon, "who have hastened to put *Jockey Special* and *Jockey Club* on location have found that they have immediately doubled and tripled their one-ball multiple profits. Players just don't stop at normal multiple play. 'Horseshoe Flash' impels them to keep on, depositing six, eight and ten coins per game."

Other Bally games with big profit-making features at Laymon's are *Eureka, Heavy Hitter, Triple Bell, DeLuxe Draw Bell*, and *Hi-Boy*. A sparkling new game just off the Bally lines and also on display is *Silver Streak*.

"By golly, buy Bally!" says Laymon. "And buy 'em from us. We've got 'em all."

Awarded Master's Degree

CHICAGO—Bayard H. Clark, advertising and sales promotion manager for Jensen Mfg. Co., was awarded his Bachelor's degree by the University of Illinois 30 years ago.

In 1945 Clark finally got around to studying for his Master's degree. He enrolled in night classes at the University of Chicago and recently was awarded the coveted degree.

— We Specialize —
SLOT MACHINES
Repair Convert
Refinish
VEST POCKETS
FACTORY METHOD REFINISHING
Quick pickup and delivery service
Call Citrus 2-2261
STEPHENS & HODGSON
(Successors to Ernie Graham)
1212 E. Colorado Glendale 5, Cal.
(Rear Entrance)

Expand
WITH NEW MACHINES

TRACK ODDS

SEVEN COIN RACE HORSE CONSOLE

DAILY DOUBLE FEATURE
In addition to the regular payouts of 3, 4, 10, 16 and 30 there is a Jackpot payout up to $25.00 pops.

STEEL CABINET *with* **BEAUTIFULLY GRAINED FINISH**

colorful illuminated top **"TUF-FLEX"** ***shatter-proof*** **GLASS**

AUTOMATIC ODDS CHANGER
posting different odds before each race

BETTER BUILT BY BUCKLEY

BUCKLEY TRACK ODDS INCORPORATES ALL THE THRILLS AND EXCITEMENT OFFERED AT THE TRACK

Buckley Manufacturing Co.

4223 WEST LAKE STREET
CHICAGO 24, ILLINOIS

WILLIAM CORCORAN — *REGIONAL DISTRIBUTOR*
CALIFORNIA—OREGON—WASHINGTON—ARIZONA—IDAHO—MONTANA
1157 POST ST., SAN FRANCISCO 9, CALIFORNIA

COIN MACHINE REVIEW
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FOR OCTOBER 1947

DAMON RUNYON CANCER FUND

The COIN MACHINE INDUSTRY is now engaged in a campaign to raise contributions for the Damon Runyon Memorial Fund for Cancer Research. Until the campaign closes at the next Annual Convention THE REVIEW is glad to contribute this space for the full use of the CMI campaign committee to promote the success of the drive. Send contributions to CMI Damon Runyon Cancer Fund, Coin Machine Industries, Inc., Room 2206, 134 North La Salle St., Chicago, Ill. (Make checks payable to Coin Machine Industries, Inc.).

HAPPY OCCASION. Walter Winchell (left) smiles his appreciation as he thanks CMI officials for the first check as a contribution to the Damon Runyon Cancer Research Fund. Dave Gottlieb (center), president of CMI and Ray Moloney, national chairman of the CMI cancer campaign fund, present the check for $20,000.

Coinmen in All Localities Contribute to Runyon Fund

CHICAGO—Reports of local plans to aid the CMI Damon Runyon Cancer Fund keep pouring in. It is these local efforts that make the campaign a big national success, according to officials of CMI.

Bulletins are issued almost daily by CMI headquarters to give reports of campaign aids in various cities over the country. Among the reports are the following:

Lou Wolcher, Advance Automatic Sales Co., San Francisco, has been conducting a campaign with his operator-customers to aid the Cancer Fund. As a result, the Puccio Novelty Co., Pittsburg, Calif., was among the first to sign to give five per cent of its proceeds for one week.

Louis Boasberg, New Orleans Novelty Co., designated Sept. 3 as Damon Runyon Cancer Fund Day in his arcade. Everything taken in that day was given to the Fund.

Leo Weinberger, Southern Automatic Music Co., Louisville, enlisted two customers right away to set aside a special week. They were Weaver Enterprises, LaFayette, Ind., and Stivers Novelty Co., Richmond, Ind. They will give ten per cent of their revenue during the week of Oct. 12.

Ben Axelrod, Olive Novelty Co., St. Louis, enlisted I. W. Hudson, Jr., Mound City, Ill., to donate ten per cent of his revenue for one week.

Harry Rosenthal, Pittsburgh, sent $114.60 to the Fund, representing a special day's receipts at the Amusement Arcade. The arcade was decorated with streamers for the special day to let the public know about it.

Sheldon Novelty Co., Spokane, through Distributor Jack R. Moore, donated ten per cent of revenue for one full week.

A. J. Sandtner, pin ball operator in Seattle, earmarked a percentage of his earnings for one month and sent in a check for $400.

Great P. R. Opportunity

"No one in the coin machine fraternity must ever lose sight of the fact that the Damon Runyon Cancer Fund Drive offers us all a great public relations opportunity.

"We urge all operators who are donating part of the proceeds of their machines during special weeks to give the story to their local newspapers and radio stations so that the public at large may know about their good work.

"If every member of the Industry designates himself a public relations man in connection with this drive and sees that every item of favorable publicity gets wider mention, an untold amount of good will be done."—James T. Mangan, CMI Director of Public Relations.

Cards for Runyon Donors

CHICAGO—Pocket size cards are being issued by CMI Public Relations Bureau to all donors to the CMI Damon Runyon Cancer Fund. These award cards are signed by Ray Moloney, National Chairman of the Industry's Damon Runyon Cancer Fund Committee.

CMI Cancer Fund Aids Scientific Research

ST. LOUIS—If contributors to the CMI campaign to aid research work in the fight against cancer could have been here recently, they would have had a chance to hear facts at the fourth International Cancer Research Congress. Many releases were published in newspapers, giving ideas of the many fields in which researchers are trying to find the cause and also a cure for cancer.

Contributions to the Damon Runyon Cancer Fund will go to aid research work and every coinman who contributes can feel he has a part in the important work being done by scientists in all parts of the world.

Reports made to the recent Research Congress bring encouragement to the waiting public that the time when cancer is conquered may not be far away. Research is going on in all parts of the world and current newspapers tell of important discoveries made in Palestine which suggest that a substance to inhibit cancer may be found in the kidneys.

Another trend seen in research reports made here was the suspicion that some substance may be lacking in the body which prepares the way for cancer. One report by a group of scientists suggested that leukemia, a form of cancer of the white blood cells, may be due to a lack of zinc, a mineral which the body uses in very minute amounts.

Due to the success of penicillin and other miracle drugs obtained from molds, it is only natural that cancer research workers would pursue this field to its limits. At least one group of workers are following this trail and at least 20 molds have been developed which may offer some clues to something that may destroy cancer.

One scientist told the Congress that after 15 years of studying cancer he thinks it may be caused by some body chemical yet unidentified. On this point there are two general fields of research. One group is hunting for chemicals outside the body that may cause cancer, while another group studies chemicals that may be formed within the body.

There is good cheer to all of us that some day a cure will be found, and it is the contributions for research today, such as the CMI campaign, that help keep the work going at a high level.

Honolulu Music Assn. Buys 3,000 D. R. Discs

HOLLYWOOD—John Clein, president and general manager of the United Artists Record Co., recently returned from Honolulu. He immediately notified CMI in Chicago that he had attended a luncheon of the Honolulu Music Assn. early in September, and the Governor of the Island was also there.

The association of operators represented 4,000 phonographs. Over 3,000 records, *You're the Sunshine of My Heart*, and *Ella*, were ordered that day. A wire was sent by the group to Walter Winchell, advising him that they are giving their complete support to the Damon Runyon Cancer Fund.

RADIO MANUFACTURING CO.

Of California

132 SOUTH MAIN STREET — ORANGE, CALIFORNIA

PHONE 1574

June 25, 1947.

Mr. Paul W. Blackford,
Editor and Publisher,
Coin Machine Review,
1115 Venice Boulevard,
Los Angeles 15, California.

Dear Paul:

An unusually large number of orders have been pouring into our office for our PANAMER coin-operated radios since we placed our recent advertisement in the COIN MACHINE REVIEW. We want you to know that we are more than pleased with these results.

We have spent hundreds of dollars in trade publications advertising, but in no other medium have we had the response that our advertising in THE REVIEW brought.

PANAMER coin-operated radios built by RADIO MANUFACTURING COMPANY are much in demand by operators, hotels, and motels throughout the country. Besides orders, we have received an extraordinarily large number of inquiries from sources with which we will be happy to do business. This active interest can be attributed largely to THE REVIEW.

Our product, we believe, is tops in the coin-operated radio field--and from our experience we would say that the COIN MACHINE REVIEW is tops in the trade publication field. Your rates are so low for the coverage you provide that the cost of putting over our sales message is more than paid for by the first order we received.

Very sincerely yours,

RADIO MANUFACTURING COMPANY

Harold W. Burt

General Manager.

HWB:se

—"One Order Paid for Ad"

—"More Than Pleased with Results"

—"The Review Is Tops in the Trade Publication Field"

COIN MACHINE REVIEW
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FOR OCTOBER 1947

Low Cost + Results = PROFIT

That's the answer that every REVIEW advertiser gets

You don't have to be an Einstein to see that advertising in The COIN MACHINE REVIEW is practically the least expensive way to make sales. It's a lot cheaper than hiring another salesman . . . it's a lot cheaper than making personal calls . . . it's cheaper than telephoning . . . it's cheaper than direct mail. Why? First of all, because THE REVIEW has *complete coverage*. If you hire a salesman, he'll go out and make a few calls, and some of his prospects may be in the market for coin machine products, and some may not. When THE REVIEW makes your calls it goes *only* to those who are good prospects —but it goes to *every prospect in the Industry*.

A full-page advertisement in *THE REVIEW* will go to 5,100 paid subscribers at a cost of *2 cents* per call. It would cost a tremendous lot more than that to send out a salesman to that many prospects. *Furthermore,* during the month, THE REVIEW has a "pass on" circulation of another 10,000—and thus makes 10,000 more calls for you at *no expense!* That's like having a salesman *pay* you for bringing you business!

You can't telephone your sales message as cheaply as THE REVIEW can deliver it. It costs you 3½ cents per phone call for local calls—and then there's long distance.

Remember THE REVIEW price: 2 cents per call to each prospect.

And remember THE REVIEW price when thinking of direct mail. Figuring time, typing, printing, addressing, postage, etc., each direct mail piece probably costs you in the neighborhood of 15 cents. That's *three times* THE REVIEW price.

Any way you figure your sales problem, there's only one *correct* answer: PROFIT. It can be big profit, or little profit, easy profit, or hard profit—it all depends on how you solve your problem. But one thing is certain . . . for *maximum profit* at minimum trouble and rock-bottom cost, advertising in THE REVIEW is the *only* answer. For 14 years THE REVIEW has sold hundreds of thousands of dollars more merchandise than any other monthly publication in the field. We don't ask you to take our word for it. Ask any coinman. Ask the advertiser whose letter is reproduced above. They'll all say the same thing: "THE REVIEW out-sells every other trade paper!"

FOR TOP PROFITS SCHEDULE YOUR ADVERTISING IN THE REVIEW

DEADLINE FOR THE NEXT ISSUE IS THE 12th.

COIN MACHINE REVIEW

Serving Every Factor of the Coin Machine Industry

1115 VENICE BOULEVARD

Telephone: Fitzroy 8269

Los Angeles 15, California

EASTERN AND MID-WESTERN OFFICES

NEW YORK: 441 Lexington Avenue
Murray Hill 2-5589

CHICAGO: 35 East Wacker Drive
Central 1112

(Continued from Page 58)

orchestras and musicians, sales of musical instruments in the home, and to the multi-billion-dollar music industry in general. Firms worth millions of dollars in the aggregate are giving great attention to the automatic phonograph—which helps skyrocket many a tune, and exerts a guiding influence on the nation's musical taste. The automatic music business buys tremendous quantities of electrical equipment, tubes, steel, plastics, glass, machinery, etc. Every manufacturer and supplier of these products has a high opinion of automatic music and realizes that it is a business booster of the first rank.

Then why not the average operator? Is it because he does not see the whole picture? Is he so engrossed in "service" that he is blind to the fact that most locations could not exist without the equipment that he and his associates provide? Or is it that he is not keeping up with the times, that he is not following the latest trends in merchandising and business promotion?

The chances are that he is not *merchandising.* He is still selling "service," while the location owner is looking hard for *more business.* Instead of standing in awe of the location owner, the operator who understands modern merchandising will demonstrate that his music is helping find that increased business. That way, the operator will no longer be a "service salesman" but a "business booster."

Boston Commissioner For Licensing Pin Balls

BOSTON—Police Commissioner Sullivan has proposed in a letter to temporary Mayor Hynes that pin ball machines and similar devices be licensed. Labelling the current ordinance controlling automatic devices "Inadequate," Commissioner Sullivan suggested the following revisions:

Machine operators shall be required to pay an annual licensing fee of $25.

The Mayor shall issue rules controlling devices and require ownership reports and other pertinent information regarding their operation.

Indirect or direct gambling shall be illegal.

Minors shall be prohibited from playing the machines without written, parental consent.

Mayor Hynes said Commissioner Sullivan's proposal had been turned over to the Licensing Division of the Mayor's office and to City Auditor Charles J. Fox for consideration. Fox will study the plan to determine the question of a special tax or fee on such machines for use in financing administration costs, the Mayor said. The ordinance would be subject to City Council approval.

In his letter to Hynes, Sullivan stated that "according to a recent Massachusetts Supreme Court decision, an ordinance prohibiting the possession and control of automatic amusement devices was held unconstitutional. From the discussion in this case, devices of this type for amusement only should not be deemed unlawful."

Modernization of Pool Halls to Aid Coinmen

CHICAGO — Manufacturers of billiard playing equipment are starting a movement to modernize the pool hall so that it will become "socially acceptable" to women and children, and a drive for teen-agers will be a special objective. Leaders say bowling was once considered on the level of the pool hall today, but that the right kind of promotion has made it one of the most popular sports of the country, attracting young and old, men and women.

Brunswick - Balke - Collender Co. here, manufacturers of bowling and billiard equipment, has announced its intentions to lead in the movement. The firm is given credit for doing much to put bowling on its present high level, and on more than one occasion reports have circulated that Brunswick would have a coin-operated bowling game. The firm has done much experimenting in the field and also in developing an automatic pin setter. Most recent reports say the firm's engineers have not yet found a pin setter that is faster, cleaner and cheaper than boys.

The trade reports about 75,000 pool halls in the country and many of them are locations for coin-operated machines. If the modernization trend really gets under way, the pool hall will become a first rank location for a greater number of coin machines, comparable to the development that has taken place in the bowling field in the last ten years.

To get the move started, an ideal billiard parlor has been set up in Springfield, Ill., and given the swank name, "Cue and Cushion." The Springfield parlor is making its appeal to teen-agers and no adverse reactions have developed thus far. Five or six more of the model parlors will be set up over the country, Brunswick officials say. They add that Brunswick will not stay in the operating business, but only long enough to show private operators how successful the business can be.

Investment required for a billiard hall is much smaller than for a bowling establishment, usually about one-fourth as much.

GREATEST TIME SAVING

PENNY WEIGHING SCALE

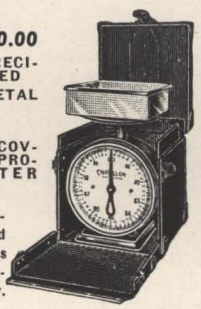
CAPACITY $10.00

SPRINGS ARE PRECISION CALIBRATED

HEAVY SHEET METAL BASE

TIN SCOOP

DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE



Skilled hand workmanship is employed in building this scale to assure reliability and accuracy.

There is a sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to.

$18.50

ORDER TODAY

1/3 Dep., Bal. C.O.D., F.O.B. N. Y.

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Distributor of Advance Vending Machines.

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Two Assns. to Set Standard By-Laws

PHILADELPHIA.—The boards of directors of the Phonograph Operators Association of Eastern Pennsylvania and of the Amusement Machines Association of Philadelphia held a meeting recently to discuss by-laws of the two organizations.

After discussion, it was decided that where the by-laws of the associations are in conflict, revisions should be made to bring them in conformity. Need for conformity is important, it was pointed out, because many operators are members of both organizations and can be in violation of a rule of one without being in violation of a rule of the other under present regulations.

To iron out the problems of by-law revision and to draft the actual revision, a joint by-law committee of four was appointed, composed of Charles Hannum, business manager of the phonograph association; Roy Bernhardt, a board member, and of Joseph Silverman, business manager of the amusement machines association, and Eddie Richter, secretary of the latter association.

The committee expects to meet several times in the next few weeks and then present a revision draft to an open meeting of each association. Each association will then vote on the proposals.

Big Demand for Cancer Fund Signs and Stickers

CHICAGO—Requests for location signs kept coming in to CMI Public Relations Bureau during the month of September, much to the encouragement of those who are managing the Damon Runyon Cancer Fund Campaign.

Early in the month, James T. Mangan, CMI public relations director, reported that 20,000 of the signs had already been distributed to operators and that requests continue pouring in. The signs are put directly on the equipment or on the walls of the location close to the machines. They read: "This Machine Is Working for the Damon Runyon Cancer Fund."

The small stickers—100,000 have been distributed to operators—read: "Help Fight Cancer! This Coin Machine Is Working for the Damon Runyon Cancer Fund Sponsored by Coin Machine Industries, Inc."

In commenting on the big response from operators, Mangan said: "I am very gratified at the large number of requests we are receiving for these stickers and signs. It indicates that operators see the public relations advantages of notifying everybody that their machines are participating in the great fight against cancer under the Damon Runyon banner. Eventually, I hope that every coin machine in America will have such a sign on it."

In addition to sending the stickers to operators who request them, manufacturers have also planned to attach stickers to new machines before they leave the factory for the duration of the drive.

Happy Days in Rockford

ROCKFORD, Ill.—It was a happy day indeed for the operators in this vicinity who attended the Pierce Distributing Co. show at the Faust Hotel and heard the *Manhattan* give out with *Happy Days Are Here Again.*

Bob Bleekman threw a dinner party for the guests, which included C. L. Cade, Packard's general sales manager. Bill Bolles, advertising manager for Packard, traveled to the affair in de luxe style: via Cadillac, driven by Larry Frankel.

Automatic Vending

THE INDUSTRY'S FIRST PUBLICATION
DEVOTED EXCLUSIVELY TO AUTOMATIC VENDING

In This Issue:

- Vendors Prevent Pilferage By Shoplifters and Employees
- Vending History Repeats Itself
- The House That Service Built: Coast Cigarette Vendors
- Keep Sanitation Rules — A timely editorial by Walter W. Hurd
- Vending Men Lead Fight Against Freight Hike
- MERCHANDISE. A concise and up-to-the-minute report on vendable merchandise
- INGREDIENTS: An authoritative report on the materials necessary in compounding items vendable

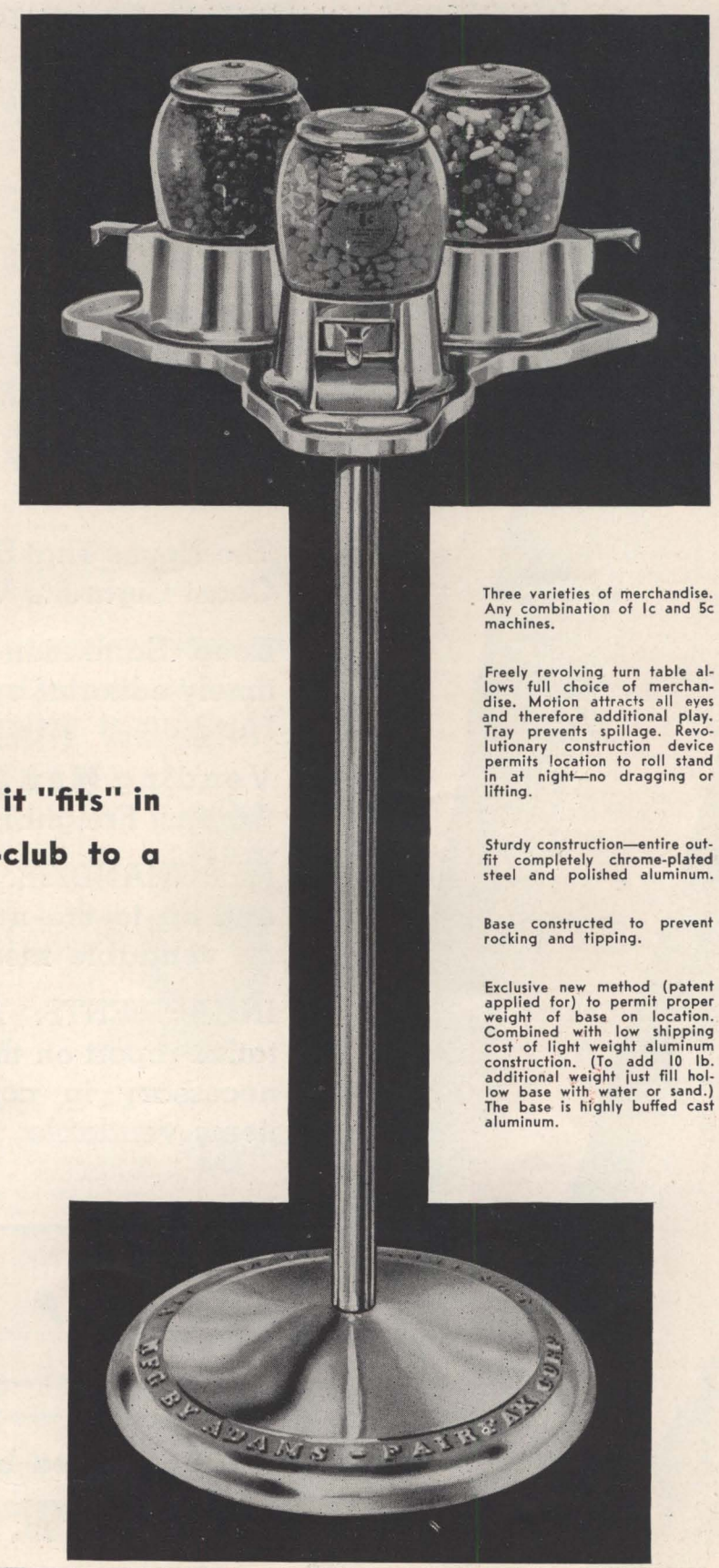
October 1947

Edited by

Walter W. Hurd

Introducing

CASH—TRIO



This new low priced luxury unit — saves space! Saves money! Triples profits!

Here's the outfit that moves into all the top locations—and stays there!

Because of its beauty, CASH-TRIO is irresistable to location and patron alike.

So universally adaptable that it "fits" in every location from a night-club to a factory.

Three varieties of merchandise. Any combination of 1c and 5c machines.

Freely revolving turn table allows full choice of merchandise. Motion attracts all eyes and therefore additional play. Tray prevents spillage. Revolutionary construction device permits location to roll stand in at night—no dragging or lifting.

Sturdy construction—entire outfit completely chrome-plated steel and polished aluminum.

Base constructed to prevent rocking and tipping.

Exclusive new method (patent applied for) to permit proper weight of base on location. Combined with low shipping cost of light weight aluminum construction. (To add 10 lb. additional weight just fill hollow base with water or sand.) The base is highly buffed cast aluminum.

Sold Only as a Complete Unit

Price $33.50

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Automatic Vending

A MAGAZINE DEVOTED TO VENDING MACHINES AND OTHER SELF-SERVICE EQUIPMENT

★ ★ OCTOBER 1947 ★ ★

Sugar Surplus in U. S. Expected

NEW YORK—All sugar inventory controls under federal law were ended as of August 30 and the notice meant relief to sugar users from a lot of paper work in keeping check on sugar stocks. The official explanation was that sugar supplies appear to be plentiful enough now so that the trade can handle its own inventory problems.

Price control is scheduled to end officially October 31 according to the law passed by the last Congress.

Except on problems of price, sugar markets may cease to be spot news for the soft drink, ice cream, candy bar, chewing gum and other vending merchandise manufacturers. Fear of price rises has not entirely faded yet, even though a bumper sugar crop in Cuba will fill up supply channels in the first half of 1948.

The dollar crisis in Europe is helping to swell domestic supplies of sugar because other nations are cutting down purchase of Cuban sugar to save dollars. This may leave the American government with a big sugar surplus on its hands to dispose of as best it can, and the fact may get into politics soon.

New York sugar circles have already spoken in defense of the U. S. Department of Agriculture in its buying of the 1946 and 1947 crops of sugar. The N. Y. *Journal of Commerce* recently said:

"When Secretary Anderson bought the two Cuban crops it was the most progressive step anyone in the Government had taken toward providing for our sugar needs."

Recent demand on the sugar market here has been for public consumption and not for commercial users. News of the sugar market for several months now is likely to revolve around the government surplus and what shall be done with it. Cuban growers are still much disgruntled about the law passed by Congress which has been called "a law to protect the U. S. sugar trust."

Death Takes Paul Kimball

CHICAGO—The vending industry was grieved to learn of the death of Paul W. Kimball on Sept. 10. A director of NAMA, Kimball was actively connected with the coin business since 1931 when he and H. W. Baker organized the American Locker Co. Kimball ascended to the presidency when Baker died last year.

Coin Laundries to Ride Peak For Next Five Years

NEW YORK—Financial circles are attracted by reports of plant expansion for production of the modern automatic washer. These circles closely connect the home demand for the "automatic washer" and the use of the same type of machine for coin operation.

The *Journal of Commerce* here, in a recent story, reports on the "Big Three" in the coin laundry field and their expansion plans—Bendix, Jacobs and Westinghouse. The outlook is that high production rate of washers will continue for at least five years.

The Journal report speaks of "cafeteria-styled laundries." Officials of ALD, Inc., national distributor of the Westinghouse Laundromat for coin laundries, are quoted as saying their business has increased twenty-fold since the war. Delivery on machines is being made in 30 to 60 days.

The report foresees that the building of new apartment houses will boost the coin laundry business considerably. Demand from these sources is expected to show up in 1948.

The Journal report strikes a minor note on number of coin laundries now in operation, putting the number at about 400, with a probable 100 more by end of the year.

Competition with commercial laundries is touched on, saying that up to the present no real competition has developed. Customers are said to claim that coin laundries cut bills by 50 per cent, cut loss of clothing to zero, make clothes last longer, and "are hygienic."

A New York commercial laundry official is quoted as saying patrons of coin laundries will be those who cannot afford to send smaller items to a commercial laundry. He thinks competition will never be serious.

Bev-vendor for UN Delegates

NEW YORK—Delegates to the United Nations sessions who get into an overheated debate can now cool off at one of several drink vendors recently installed in the area adjacent to their main meeting room.

Machines were placed at the Lake Success site by Thirst-Aid Co. of New York, and are cup type dual-flavor Bradley dispensers. Vendors have two separate dispensing faucets, and hold 800 drinks.

Vending Men Lead Fight Against Freight Hike

CHICAGO—Vending industry representatives were the only ones to make public protest against proposed increases in freight ratings on coin-operated machines, when a hearing was held here recently by the Committee on Uniform Classification.

General hearings on freight increases were also held by the committee in Atlanta, New York, Dallas and Denver in August, and early in September hearings were held in San Francisco and Seattle.

Four members of the staff of National Automatic Merchandising Assn. attended the hearings in Chicago, while Fred L. Brandstrader of the legal staff made the oral plea against increases in rates and also asked for the privilege of presenting evidence later against the rate increases. In addition to NAMA staff members, two representatives of manufacturers spoke briefly against rate increases on scales.

The proposed rate changes recommended by the committee in Docket No. 1 are Item 29665, which increases ratings on coin-operated machines in less than carload lots from second class to first class, and in carload lots the increase is from 55 per cent to 65 per cent of first class. The item does not specify types of machines other than the general term "coin machines," but since refrigerated vending machines are in another item, the first one would evidently include all other types of coin machines.

Item 29667 in Docket 1 would increase ratings on merchandise vending machines and refrigerators combined (refrigerated vendors), in less than carload lots, from second class to 92 per cent of first class, and carload lots from 55 per cent to 60 per cent of first class.

NAMA, in behalf of the vending industry, specifically asked the committee to either delete two items referring to coin machines and let the rates stand as is, or else to make a reduction for vending machines since they are a relatively new product and cannot be expected to withstand heavy rate increases.

The plea was also made for more time to gather data from the trade on how the increased freight rates would affect manufacturers and operators. Another hearing is already scheduled for Sept. 29 and permission was asked to be heard at that time. The chairman stated that the association

AUTOMATIC VENDING IS THE INDUSTRY'S FIRST PUBLICATION DEVOTED EXCLUSIVELY TO COIN-CONTROLLED VENDING DEVICES

could be heard again, or that private hearings could be had at any time.

Members of the committee indicated that information available on production by the Industry was that contained in a census made in 1937, apparently the census of manufacturing industries made by the Department of Commerce that year. The department also made a census of manufacturing industries in 1939, including coin machine manufacturers, and the report published in 1940 was widely used as the most authoritative data on the coin machine manufacturing industry that could be had.

The committee hearings are being held to give shippers of all kinds of products a chance to be heard in protest against proposed freight increases. The committee has the special job of setting up uniform classifications on about 20,000 articles which are shipped under "class rates." Coin machines of various types are included among the 20,000 or more items.

Since the war, railroads and truck lines have all appealed for increased freight rates in order not to run at a loss. When the committee holds its hearings and makes its report, the railroads and truck lines will file rate changes with the Interstate Commerce Commission and the new plan will go into effect immediately, unless the ICC decides to change the plan.

In the meantime, temporary or interim freight rate increases are already going into effect. These increases are supposed to be in accordance with the general plan for increases contained in an ICC order issued in May, 1945, and the present increases will stand unless shippers are able to convince the ICC that increases should not be made permanent.

Only recently railroad freight rates on manufactured goods went up ten per cent on "class rates" in the eastern states north of Ohio and Potomac rivers and east of the Mississippi. The rates went down ten per cent on goods moving in or out of the southern and western states this side of the Rocky Mountains. Class rates on the West Coast are not immediately affected.

Motor freight lines also asked for increased rates months ago and their problems are being considered. Rate increases for truck lines seem assured in keeping with the general advance of shipping rates.

Calif. Distributor Named For "Kwik-Kafe" Vendor

LOS ANGELES—Kwik-Kafe of California, Inc., has been formed to distribute Rudd-Melikian's *Kwik-Kafe* hot coffee vendor in the State of California (except Fresno County).

President of the newly formed corporation is William G. Aldridge; Harold N. Smoot is vice-president and treasurer. Both men have had considerable experience in the electronics field.

"We are now making deliveries of this fully automatic machine which produces a fresh cup of highest quality blended coffee every five seconds," Aldridge said. "And each cup is steaming hot because the machine has guaranteed heat control."

Kwik-Kafe provides cream and sugar by the simple expedient of pushing a button. A spoon is also dispensed with each sanitary paper cup. Constant piping hot water is supplied by a self-contained heating unit.

Smoot reveals that *Kwik-Kafe* has been tested under actual operating conditions for over a year. "This is the first location-tested coffee vendor," he said. "It has been proved trouble-free and easy to operate."

State to Defend Soft Drink Tax

PHILADELPHIA — A suit challenging the constitutionality of the penny soft drink tax law enacted by the last State Legislature is going to be fought vigorously by the Commonwealth of Pennsylvania.

That became apparent to the Philadelphia syrup dealers who have retained Marshall H. Morgan, one of the city's most prominent lawyers, to contest the law when the State filed an answer denying that the new measure is unconstitutional.

The reply of the State, filed by the Department of Justice in Dauphin County Court, argued that the tax does not levy on different classes of products, as Morgan contended. The State also asserts that the title of the act gives an adequate indication of its contents. Morgan said the title was defective in this respect.

He charged that not only was the title misleading but that in taxing both bottled soft drinks and fountain syrups the act imposed levies on "two distinct and unrelated subjects."

The Commonwealth attorneys also said that the suit failed to identify the types of syrups which Morgan contended were not uniformly taxed. He pointed out in his suit that the syrup tax is not a uniform tax and is therefore discriminatory because it taxes syrup at ½c an ounce regardless of the price of the syrups which may range from 60c to $1.50 a gallon.

Meanwhile, the new tax has been collected since June 1 and it has taken a big slice from soft drink profits. The sum of $1,984,000 came in for June and July, with only $363,000 of that attributable to the first month. In less than the first three weeks of August, $1,400,000 came in. State officials are confident now that it will exceed the $35,000,000 expected from the levy by at least $10,000,000.

The Keystone Bottlers Protective Assn., which fought the tax as ruinous, said a recent survey showed that the soft drink business was off 50 per cent from 1946 business. Deputy Revenue Secretary W. H. Beachy contended, however, that not a "single bottler" has gone out of business as a result of the new impost.

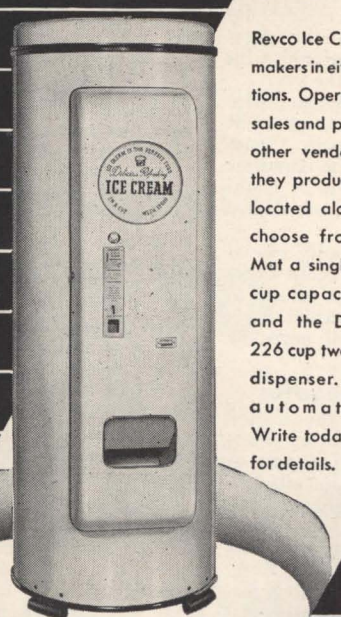
The effect on cup vendors has been to increase sales, for few of them were changed over from five cent operations. Bottle vendors which have been converted to six cent operation are reported not doing as well. Some new location prospects are known to have chosen cup vendors over the bottle vendors because of the price differential.

Douglass Shiners Huge Success at State Fair

OAKLAND—"Showing of the *Douglass Automatic Shoe Shiners* at the State Fair in Sacramento was a huge success," reported M. L. Parent of M. L. Parent Distributing Co. "Everybody liked the machines." Parent, national distributor, said the reason the machines made such a big hit was because the Douglass shiners are the only ones which actually shine shoes by applying wax and color.

He also stated that first deliveries of the units will be made from the Kinmont Mfg. Co. plant in October and immediate shipments will follow.

HERE'S YOUR PROFIT MAKER . . .
Revco
AUTOMATIC ICE CREAM VENDERS



Revco Ice Cream Venders are profit makers in either present or new locations. Operators know they add to sales and profits in locations where other venders are located and they produce excellently when located alone. Two sizes to choose from, the Mono-Mat a single flavor 121 cup capacity vender and the Duo-Mat, 226 cup two flavor dispenser. Fully automatic. Write today for details.

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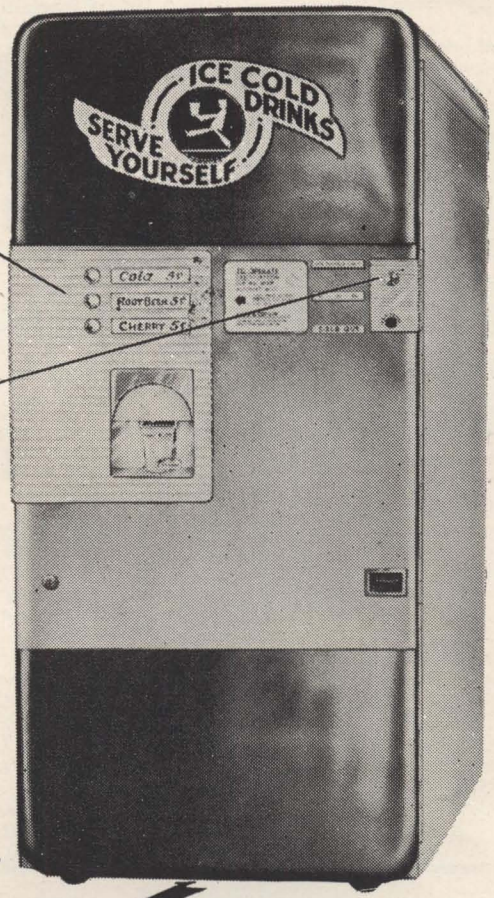
...THE ONE AND ONLY
AUTOMATIC SODA FOUNTAIN!"

3 FLAVOR OPERATION

"CHOOSE THE FLAVOR THAT YOU FAVOR or mix 'em to your taste. Satisfies all tastes for cool, refreshing carbonated drinks."



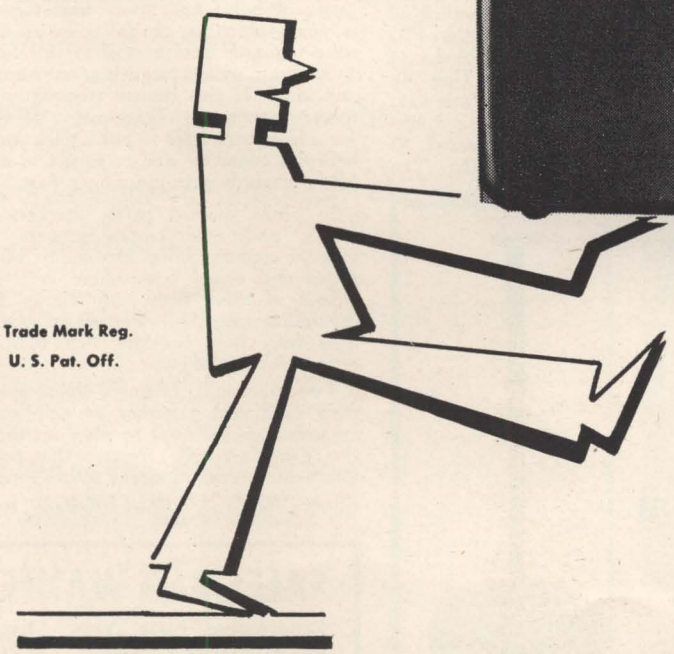
WHAT A CAPACITY

"17 gallons of syrup in sealed, stainless steel tanks and 1,000 cups."

3 COIN OPERATION

"Automatic Coin Changer. A nickel gives you your drink. A dime or quarter gives you your drink *plus* change."

Size:
23" x 32" floor space:
76" high



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AMERICA'S OLDEST MANUFACTURER AND OPERATOR OF AUTOMATIC BEVERAGE DISPENSERS

Vendors Prevent Pilferage By Shoplifters and Employees

by Clarence Beardslee

Many a merchant who expects to make a just profit by the sale of cigarettes would find, if he got around to doing some fancy figuring, that not only is he not making profit, but in fact is *losing* money on each carton he handles. The reason is that his employees and his customers have "sticky fingers."

Employees who ordinarily would not steal a dime often think nothing of helping themselves to cigarettes—and candy bars, too—and consider these items part of their wages. As for the general public, a recent survey conducted by a national organization reveals that pilfering of all kinds by people in all ranks has risen to the highest point in history.

The cigarette and candy bar vending machine operator who is aware of these facts has a clinching sales argument to make with prospective location owners. The location owner may know that his employees are robbing him of cigarette and candy bar profits, but he may not have sufficient proof on which to base charges—and moreover, he may not wish to create ill will among his employees. Sale of these articles through coin-operated machines will instantly stop such losses and insure him a steady profit.

Pilfering on the part of store clerks is more serious and more widespread than generally known, and more serious than many merchants will publicly admit. The survey mentioned above reveals that store officials in many states report that stealing by clerks is on the rise. One big department store in Indianapolis reports it is dismissing from five to nine employees weekly who are either actually caught in theft or strongly suspected of it. A large retail chain in the same city which had eight to nine employee theft cases a month during the war says it now has 18 to 20 monthly. A large department store on the West Coast recently caught red-handed a group of employees who were selling expensive wearing apparel to their confederates who posed as customers and paid only a small fraction of the sales price.

Across the nation there is an astonishing outbreak of thieving by shoplifters and trusted employees. Most of these thefts involve small-sized, low-priced merchandise, such as cigarettes, candy, cosmetics, canned goods, liquor, etc. Cigarettes and candy bars often are placed on open counters near the cashier, close to the front door. This encourages customers to spend their change—but it also encourages light-fingered people to slip a few small items in their pocket while the cashier is ringing up another sale.

An automatic dispenser at the same location will make as many sales as a counter full of unprotected merchandise, and customers who have just received change will be as willing to deposit coins in a machine as they will be to hand money to a cashier. Many merchants have learned this to their satisfaction—but to countless others it has never occurred that they could insure their profits by permitting automatic merchandising of products which seem to offer such strong temptations to shoplifters.

In most cases, it is impossible for a merchant to check cigarette and candy bar inventories against sales to determine if profits are correct. Instead of taking positive steps to prevent pilfering, most merchants keep their suspicions to themselves and try to watch their customers and employees more carefully. Meanwhile, however, shoplifting is rampant. Official records of the FBI show that shoplifting in 1946 increased 34 per cent over the year previous. One big chain of super-markets in New York City reports that its 1947 losses through shoplifting and employee thefts have soared 50 per cent above those of last year. The situation has become so serious that this company has hired a criminologist to train clerks in theft detection—*and to check on the clerks themselves!*

One Midwest super-market had its cigarettes and candy bars located in the center of the store and lost so much of this merchandise to shoplifters that the store officials were about to stop handling the lines entirely. Fortunately, an automatic merchandising operator happened along at the opportune moment, learned of the market's trouble, installed several cigarette and candy bar machines, and proved to the management that when temptation was eliminated sales increased.

On the whole, automatic merchandising operators have done a good job in convincing location owners about the *convenience* of vending machines. Operators have not always sufficiently stressed the *theft-prevention* feature, which is a strong sales point and one that will open up many a new location. Few location owners will admit, even to their close associates, that they suspect their employees of "knocking down" cigarettes and candy bars, and many probably will make a pretense of being offended by such a suggestion. But the fact remains that cigarettes and candy bars in thousands of cases are an undetermined part of the salaries location owners are paying their employees. The tactful operator can put over this point in such a way that the owner will not take offense. No merchant wants the reputation of being a detective, but every merchant is anxious to see that his merchandise is *sold*—not taken away.

In taverns, for example, where cigarettes are sold over the bar, the losses are tremendous. It is perfectly natural for the bartender to help himself to a couple of packages a day. How can the owner stop him? He cannot watch him constantly—and even if he mentions it, the bartender probably will continue to help himself because of habit and belief that the owner is penny-pinching. Installation of a cigarette machine puts a stop to this form of shoplifting without causing resentment of any kind. It also insures payment by customers of every package sold. It is easy for a busy bartender to put a package down before a customer and to forget to collect, but a machine gets the money first.

In clubs, hotels, cafes, markets, drug stores, and other establishments where over-the-counter sales are made of cigarettes and candy bars, there is a steady stream of these items into clerks' hands. In restaurants where waitresses have their food free, they consider that their cigarettes are free likewise.

Two packages taken without payment from each carton, either by employees or customers, is sufficient to wipe out the location owner's profit. Assume that ten cartons cost the owner about $13.75, exclusive

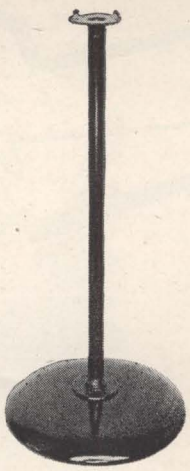
(See PREVENT PILFERAGE, p. 88)

CAST-IRON STANDS

Round base, 15 inches in diameter . . . Stand weighs approximately 20 pounds . . . Pipe stem is one inch in diameter . . . 3-inch flange on top . . . Height is 31 inches. *No concrete.*

$3.95 EACH

ANY QUANTITY
Colors: Red or Black



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THE FIRST AUTOMATIC HOT COFFEE VENDING MACHINE ON THE MARKET

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SIMPLE — TROUBLE-FREE

☆ FEATURES ☆

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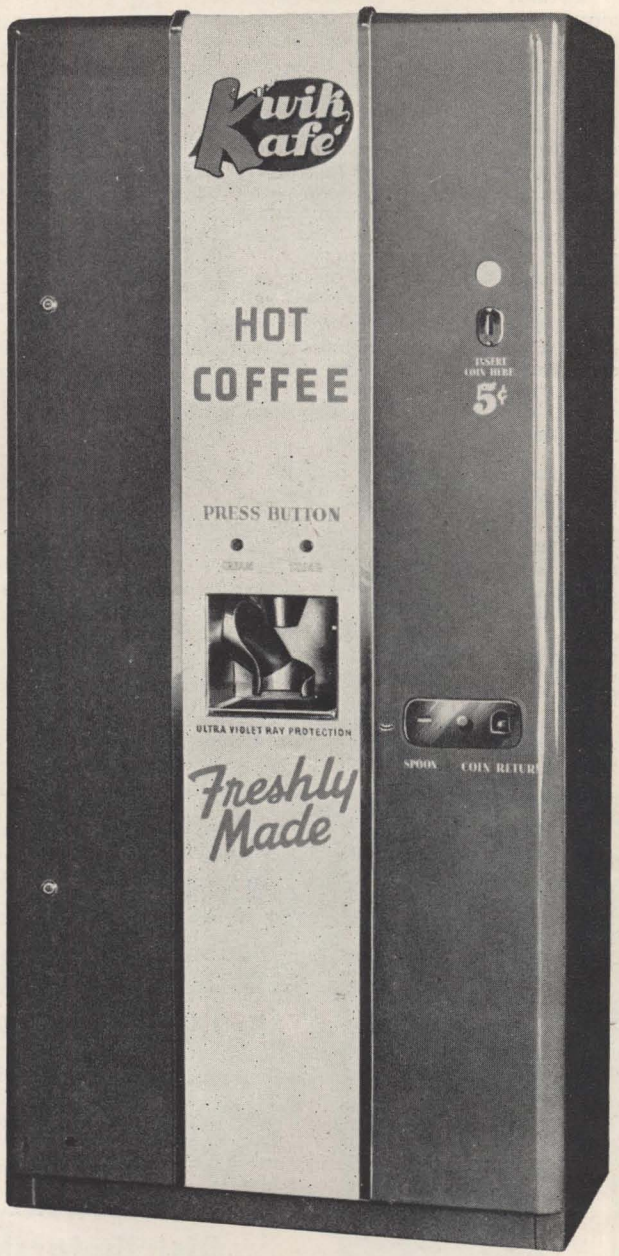
- ★ Capacity: 500 cups of highest quality blended coffee.
- ★ Sugar and cream controls.
- ★ Guaranteed heat control—every cup piping hot.
- ★ Ultra Violet Ray protection.
- ★ 110-115 AC.
- ★ Wooden spoon dispensed with each sanitary paper cup.
- ★ Weight: approximately 300 lbs.



Dimensions: 71″ High, 35″ Wide, 18″ Deep

87
FOR OCTOBER 1947

KWIK-KAFE of CALIFORNIA, Inc.

Exclusive Distributors for California (Except Fresno County)

8439 MELROSE AVENUE
LOS ANGELES 46, CALIF.

PREVENT PILFERAGE

(Continued from Page 86)

of tax, and his profit is about $2.47. If the cigarettes are sold for 17 cents a package and two packages in each carton are not paid for, he loses his entire profit *and* 93 cents on each ten cartons!

By allowing an operator to sell cigarettes through machines, he will earn about 1½ cents on each package, or a total of $1.50 on each ten cartons. This is *net profit*, which will accrue to him without effort or obligation of any kind on his part.

It is obvious that a cigarette machine is as necessary to keep track of cigarettes as a register is to keep track of cash.

Not only does the machine insure the owner of a steady income from cigarette sales. It also relieves him of loss of cigarette merchandise and cash from cigarette sales if his place of business should be burglarized. Robbery of the machine, its stock, and its money is the operator's loss, not the location's. This is an important sales argument for the operator, in view of the fact that in this year insurance companies expect to pay out about forty million dollars on burglary and theft insurance policies. The F.B.I. has found that robberies of business establishments in 1946 jumped 45 per cent over 1945.

Pilferage is rampant in every type of business establishment, and the coin-operated merchandise dispensing machine is playing an increased part in insuring steady, legitimate profits to countless business owners.

Finances Schooling, Builds House on Penny Vendors

LOS ANGELES—Penny vending may be just "peanuts" to a lot of coin machine men, but Adams-Fairfax Corp. points with pride to one of its customers, George T. Harris of Albuquerque, whose peanut route enabled him to build a house, attend the University of New Mexico, and contribute to the Veterans of Foreign Wars relief fund.

Harris, a 24-year-old ex-Army bombardier, has built up a route of 72 nut machines during the past year.

VENDING HISTORY REPEATS ITSELF

by Arthur E. Yohalem

Although the March of Science and developments in electronics and refrigeration have given rise to a flood of new vending machines, many of the basic merchandising ideas in these devices can be traced back to prove the old adage that "There's nothing new under the sun."

* * *

Before the day of the modern electric hot dog vendor, numerous inventors attempted to develop a coin machine that could dispense wieners. The most unusual was a German model, shown at the 1931 Leipzig Fair. This machine held 50 sausages in a small steam chamber where the franks were kept moderately warm. When a customer put three 10 pfennig pieces (about nine cents) in the vendor and turned a handle, one "dog" was ejected into a hot water bath and cooked. The machine then dispensed a cardboard plate, onto which a sausage slid. A small pump squirted mustard on the plate, while the machine also ejected a slice of bread to accompany the hot dog. Critics of that era complained that the inventor had overlooked the sauerkraut angle!

* * *

Vendors which brew a cup of coffee at the drop of a nickel and the push of a button are a 1947 wonder, but fifteen years ago a St. Louis concern marketed a coin-operated coffee dispenser, storing its drinks in two 5-gallon thermos jugs. A New York grocer went one step further by building a machine designed to appeal to the home-brewing trade, which preferred its java freshly-ground. When a quarter was inserted, this device would grind and vend a half pound of coffee.

* * *

While the vitamin vendor is currently in the public eye, a calorie counter was developed in Germany back in the 1930's. This device had two dials, which could be manipulated after depositing a coin. The first dial was turned to the patron's age, and the second to his height. A third dial then automatically registered the number of calories the patron was supposed to require for a proper daily diet. Designed for placement in health resorts, this machine never saw much use, because potential operators feared prosecution on the grounds of practicing medicine without a license!

* * *

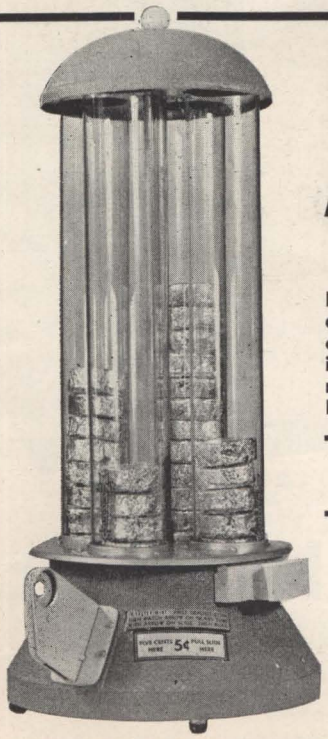
Currently in the mill are several projects to vend nylon stockings. While nylons were unknown in 1929, an all-automatic store operating at Playland Park, Rye, N. Y., anticipated the coin-operated footwear dispensing idea by featuring a machine which sold paper slippers to bathers.

* * *

Over a dozen years ago, a New York concern more than anticipated apartment house vending by actually putting coin machines in the public's front parlor! Known as the Home Humidor, this device incorporated a cigarette vendor within such pieces of furniture such as end tables and magazine racks. Spotted in about 2000 flats of Manhattan apartment dwellers, this home vending scheme eventually collapsed under the strain of high servicing costs.

* * *

Many an airline terminal is currently featuring an automatic insurance machine, but policies issued by the Continental Casualty Co. of Chicago were vended in this country as far back as 1908 to rail travelers by the Automatic Vending Machine Co., Cleveland, Ohio. In 1931, a British concern, the Autoway Co. of Glasgow and London, used weighing machines to vend policies. Patrons in the 12 to 70 year age group could step on a specially-built scale, deposit a penny, and receive a printed cardboard ticket, two inches long and an inch wide, which served as a policy. The scale imprinted the patron's weight and the date on the back of each ticket, and, if the insured died within the next 30 days as the result of a railroad or bus accident, 100 pounds (then worth about $500) was paid to his heirs.



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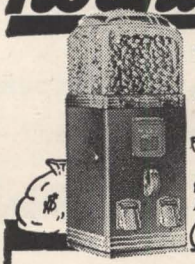

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POPCORN is big business now that the public can buy it everywhere from 'PoP' Corn SEZ modern, attractive vendors.

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Fixed Prices by Monopoly Cause of High Cocoa Prices

NEW YORK—A strong plea to manufacturers to help force prices on cocoa beans down to a reasonable level was made recently by Isaac Witkin, president of the New York Cocoa Exchange. He suggested that a real buyers' strike could bring prices down from the 30 to 34-cent level to 25 cents, or even 18 cents landed at New York.

Witkin lashed out at the "three monopolistic countries" that have fixed controls and prices on the supply of beans. He referred to British control of the African supply, Brazil's monopoly on its crops and also Santo Domingo. All three countries, he said, have set up controls that keep prices at unusual levels even when there are bumper crops.

He said American manufacturers of cocoa and chocolate products could decide individually to buy only about a 60 days' supply ahead and in that way bring prices down. He also urged many users of cocoa butter to try edible cocoanut oil, now selling at about one-fourth the price of cocoa, as a substitute.

The cocoa bean crop calendar was outlined by Witkin as follows:

"The new crops in the Gold Coast and Nigeria, as well as in French West Africa, should commence to be harvested in September and flow rapidly to market during October, November and December. In Brazil, the main crop will begin to come to market during October and be in flush supply likewise during the last three months of this year. The winter crop of Santo Domingo, albeit small in comparison with the crops of Africa and Brazil, will add its weight nevertheless to the two larger crops."

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NATIONAL DISTRIBUTOR

600—16th STREET OAKLAND, CALIF.

Phone: TEmplebar 2-2643

Spacarb Ready With Mix-A-Drink Vendor

NEW YORK—Featuring a coin-operated soda fountain at the customer's fingertips, Spacarb, Inc., oldest manufacturer of the cup-type soft drink vendor, is now producing the *Mix-A-Drink* beverage dispenser. Vendor is of the selective, 3-flavor type, but has the added novelty of permitting the patron to mix one, two or three syrup flavors into a 6½-ounce drink via push-button selection.

For example, a *Mix-A-Drink* vendor, stocking cherry, lemon-lime, and cola syrups, will blend any or all three flavors into a single drink, should the customer desire such a combination. Drinks are served within five seconds, and are perfectly proportioned, regardless of whether the customer chooses single or mixed flavors. For once the patron drops his nickel in the machine, he becomes his own soda-jerker.

Vendor is the result of extensive research by Spacarb, who discovered that a large share of the soft drinks ordered by consumers at soda fountain outlets were of the multi-flavor variety. To meet this demand through automatic merchandising, the concern developed the *Mix-A-Drink*. Spacarb has been marketing cup dispensers since 1938, selling its vending machines to locally-franchised operators, who also obtain syrups, cups and spare parts from the parent organization.

Machine has a 1,000-cup capacity, and holds 17 gallons of syrup in stainless steel sealed tanks. The dispenser has been designed to meet all known underwriters' and health department requirements, and employs a purifying germicidal lamp. Styled by Norman Bel Geddes, famed industrial designer, the machine uses a National coin changer, accepting nickels, dimes, and quarters. *Mix-A-Drink* is being built by the Bath Iron Works Corp., 120-year-old Bath, Me., shipyard firm; and the machine stands 76 inches high and occupies 32x23 inches of floor space. Heading Spacarb's sales set-up will be John Pero, recently named as Sales Director.

Bert Mills Corp. Holds Session for Distributors

CHICAGO—The Bert Mills Corp. held a two-day session here, Sept. 4 and 5, to explain the features and mechanisms of the new *Coffee Bar* to its distributors and their service men. The firm appointed 13 distributors (listed in AUTOMATIC VENDING, July issue, page 84) earlier in the summer and all of them were present at the meeting with service men for special instructions by plant engineers.

The vendor offers the customer four types of coffee, made from a powdered preparation after the customer deposits his coin. Capacity of the machine is put at 500 cups and each machine should sell 100 cups per day in a location, according to the manufacturer.

Important sanitary advantages are claimed for the dehydrated mixture of coffee, sugar and cream.

The recent sessions were confidential for distributors; service men were told about every part of the machine so they can keep them in good working order. Distributors were reported to be very enthusiastic about the dispenser and will get first samples about October 1.

Distributors say the sales field looks very favorable because coffee dispensers find the way largely prepared for them in factories due to the success of soft drink vendors. They say coffee proves by test to be a more popular drink for factory workers.

SALES RECORDS PROVE CUSTOMERS COME BACK FOR MORE PAN'S "HARD SHELL" CANDIES

These original vending machine candies look good and taste good. They keep their good looks in spite of climatic changes. You'll find Pan "Hard Shell" candies sell fast as count goods or bulk vendors.

If you are not on our mailing list, write us today.

PAN CONFECTIONS

Division of Chase Candy Company

311 West Superior Street, Chicago 10, Ill.

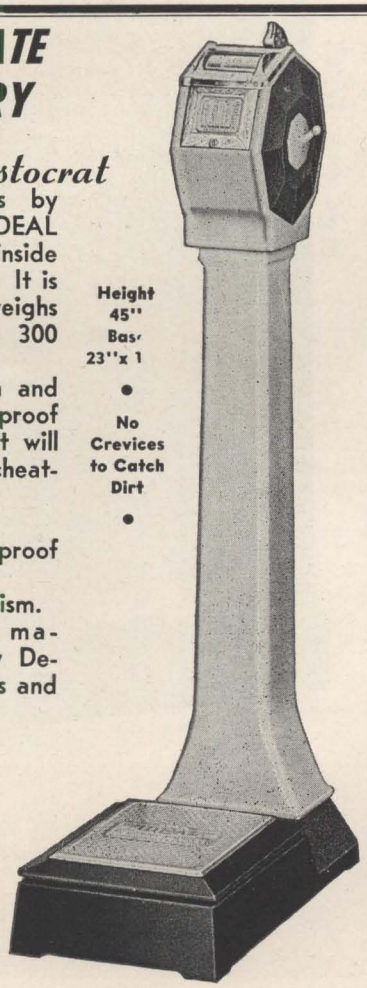
IMMEDIATE DELIVERY

Ideal Aristocrat

Built for operators by operators. Use the IDEAL in crowded stores, inside locations or outside. It is weatherproof and weighs correct from 1 to 300 pounds.

Built with gray iron and finished with acid-proof porcelain enamel. It will last a lifetime. It is cheat-proof, too.

Other features:
Screw type burglar-proof cash box.
Trouble-free mechanism.
Workmanship and materials approved by Department of Weights and Standards.



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No Stale Candy!

WITH THE *Improved* MILLS "CANDY SALESMAN"

92
FOR OCTOBER 1947

NOTE THESE FEATURES!!!

ENLARGED CAPACITY — 105 bars with 5 selections arranged to lower service costs • MORE POSITIVE ACTION — MILLS SLUGPROOF COIN MECHANISM • CASH BOX with HEAVY PICK-PROOF MILLS BELL TYPE LOCK permits access to coins without opening loading door • DUST-PROOF and PICKPROOF • ENTIRE MECHANISM PLATED TO PREVENT RUST • MOVING PARTS CASEHARDENED for long life • Candy rides on CONTINUOUS CONVEYOR • CHROME FINISHED DELIVERY TRAY.

TRULY AN OPERATOR'S MACHINE!!!

Orders are coming in already for the Mills Improved Candy Salesman. Why? Simply because operators who want to be ready for the upward business curve that starts in September know that these improved, modern, efficient machines are just what they need to get a head start in automatic candy vending this fall.

$125 Each
F. O. B. New York City, N. Y.
Base Extra
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Mills Automatic Merchandising CORPORATION

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2100 44th Rd.
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The House That Service Built: Coast Cigarette Vendors

by Louis Karnofsky

In 1889 a 19-year-old immigrant boy named Arnold Glaser arrived in San Francisco to join his brother Michaelis. The following year the brothers bought a small retail cigar store.

From that meager beginning flowered a tobacco, confectionery, and liquor wholesale empire which outstripped all others on the Pacific Coast. Today Glaser Bros, have 28 branch offices extending from San Diego to the Canadian border, which sell more than 36 million dollars worth of merchandise annually.

Arnold Glaser, who died last year, was a man of shrewd foresight. When the toddling cigarette vendor was being diapered via bulky, non-attractive machines which looked like iron robots, he paid scant attention. But when the DuGrenier *Streamliner*, with its seven gleaming columns, was introduced, Glaser was quick to see the dawning light. Vendors with eye appeal could provide his wholesale cigarette business with a new outlet. He and his associates rented 800 feet of space in Los Angeles, christened the new offspring Coast Cigarette Vendors in May 1935, and launched into automatic merchandising.

The budding firm walked into a stiff uppercut the first time it walked out of its corner. After the initial 225 machines had been placed on location, route men were amazed to discover that a number of machines were empty and that nary a coin was in the cash box. Tabulation of other machine receipts revealed a wide discrepancy between number of packs sold and the money proceeds.

All the machines were pulled into the shop and a factory field man performed a mechanical post-mortem. It was discovered that the spring arrangement on the coin-locking mechanism was faulty. The springs were tight enough to resist the tugs of a woman but a man with a strong grip could jerk the handle and have smokes on the house.

Four months later the rebuilt vendors ventured bravely forth, and this time full cash boxes met their merchandising efforts.

From an 800 foot office on Venice Blvd., Coast has expanded to a modern 7,000 foot plant on Hill St., and now operates 2,000 cigarette machines out of the Los Angeles office and 300 from the Stockton branch.

This vending giant was nurtured through a torturous maze of trial-and-error experiences. From those experiences the cigarette man of today—especially the beginner—may glean fertile suggestions which can be applied to his day-by-day operations.

D. C. Phillips, Coast's manager, went to work for the firm in 1937 as a location solicitor. "Naturally I wanted to get the best spots," he recalled, "so I contacted the largest and classiest cocktail bars and restaurants. But much to my dismay, I discovered that they all had machines. I decided that some of the smaller locations could be profitable too and proceeded to sign them up. But I also wanted to get my share of the top spots, and that's when I got wise to the Business Extension Bureau's service. Every day this bureau mails mimeographed slips listing new construction, plans for future construction, kind of place, size, names of builder and owner, notices of construction, and expansion details. I signed many of them up for future delivery."

Phillips reveals that selling a location on the merits of a vendor invariably meant educating the owner as to the basic mechanics of the machine, i.e., how it operated, how and where the coins were inserted, etc.

"The sales talk to locations hasn't changed much during the past ten years," Phillips said. "With a machine, the proprietor does not lose packs to help-yourself employees. The commission he receives, with no investment required, is all clear. The vender furnishes the machine and merchandise, maintains it in good working order, and mails commission checks regularly. Two of the keystones on which our business was built are still rigidly adhered to: fast, accurate service and maintenance.

The slug headache reared its head at the very onset. The day of the rejector and the federal anti-slug law were antidotes that did not stem the gap until years later. Meanwhile, the headache kept growing.

"It became so bad," Phillips said, "that we hired a detective agency who made the location rounds and turned the culprits over to the police. One offender, who coun-

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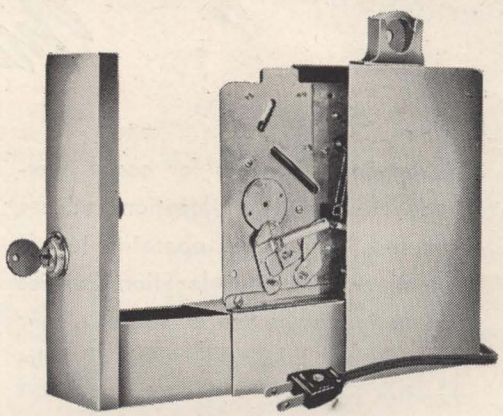
Washing machine installation equally simple. May be used on any washing machine. Leak-proof boxes. Shielded coin receiver protects mechanism from moisture.

All mechanisms and cases cadmium-plated. Chrome or baked enamel on request.

Electrically operated. Completely automatic. Impossible to jar into operation. Only four moving parts. Twenty-five cent operation. One to five quarters. Intervals may be set from 15 minutes to two hours by operator. **10-Cent Timers Available on Request. Timers adapted to other coins on special order.**

Over-all dimensions, 7⅝ x 4⅜ x 2⅝.



RADIO TIMERS
$9.25 each, Complete
Quantity Discount
$6.50 each without Case
Quantity Discount

WASHING MACHINE Timers
$12.75 each, Complete
Quantity Discount

"Makers of Precision Coin Machine Equipment"

CRYSTALETTE MUSIC CO., Inc.
Coin Mechanism Division
1521 West Anaheim Long Beach, California

terfeited nickels, worked the San Francisco, Los Angeles, and San Diego circuit with good success until federal authorities nabbed him. With the anti-slug law, better rejector protection and the war years—the latter eased the money pinch considerably—slug trouble was reduced to a minor nuisance."

With a variety of both new and used equipment now available, the operator can coordinate type of machine with sales volume so that the newest vendors find their way into the best paying spots while the older machines garner a fair revenue at medium-play places.

"Today," Phillips stated, "an older machine which sells a minimum of 100 packs a month is okeh, but when we started there was a vast market and we only had new machines, so we placed minimum sales at 200 packs per month—otherwise, the machine was moved.

"It didn't take us long to learn a very important lesson: before installing a machine, size up the location and draw a yardstick on its sales potential.

"The necessity for sizing up locations was brought home forcefully to us by an incident that happened to Jack Hodges."

Whereupon, Phillips called in Hodges, and the present assistant manager picked up the threads of the story.

In 1935 Hodges, a garage mechanic, had the job of installing the first 11 machines. Never having seen a cigarette vendor before, he had some difficulty completing the installations, but his mechanical aptitude pulled him through. Subsequently he was hired as a one-man installation-repair-stockroom-truck driver-mechanic-location solicitor team.

"In 1936," he recalled, "we had a machine in a Swedish cafe which was not selling sufficient cigarettes to warrant keeping there, so I went over to pull it. The woman who ran the place was also the chief cook and butcher, and when I arrived she was in the kitchen, meat cleaver in hand, cutting pork chops from a loin. When I told her about having to remove the machine, she became very indignant, and waving the cleaver in my face, told me why I wasn't going to take the machine out. Her reasons didn't make sense to me—but that meat cleaver did. Well, we let the machine stay for another six months and when grosses didn't improve, we removed it—when she wasn't within cleaving distance, of course."

How can locations be accurately gauged as to their sales possibilities?

"You can't always tell," Phillips stated, "but there are certain signmarks which give the solicitor a pretty good idea. If it's a restaurant, the number of pies and loaves of bread on hand are good indications—the greater the quantity, the brisker the business in food and cigarette sales. Also, the number of hours a cafe is open should be taken into consideration.

"Bars and taverns are the hardest to figure. Most places that sell liquor are good locations. By good, I mean 400 packs or more per month; medium is 300, while 200 is fair.

"Industrial locations are judged by the number of employees, whether smoking is allowed in the plant, and whether the machines are accessible to the workers.

"Service stations are fair spots if they're open 24 hours a day; if not, they should be by-passed.

"Apartment houses do not, as a general rule, have enough traffic. Hotels with cocktail bars or restaurants are usually very good. A hotel without bar or restaurant can be judged by the number of rooms and whether it's a first, second or third class hotel. The latter usually houses persons of low income who are prone to watch their pennies; many of them will purchase their smokes in cut rate drug stores or grocery stores."

Until six years ago Coast's route men were employed on straight salaries. But in 1941 the "incentive plan" was placed into effect. The firm found that by giving the man a personal interest in his work, he serviced the machines faster, kept them in better working order, and thus encouraged more sales.

The base guarantee to route men is $60 a week plus a commission on gross sales. Some men at Coast earn over $100 a week. The routes which are located in more centralized areas—thereby enabling the servicer to handle more locations in a shorter period of time—are balanced off against the scattered sections by seniority. It has been found that an experienced route man can take care of five machines an hour, or 40 per day.

New route men first serve an apprenticeship period in the shop, which gives them a sound background and sufficient experience to be able to handle minor repairs without calling for a mechanic.

Coast Cigarette Vendors is a well-knit, well-coordinated organization, oozing efficiency. Says Phillips: "With the cost of machines up (the manual model has risen from a pre-war figure of $87.50 to $175-190, while the electric type ranges from $225 to $345) and with increased operating costs and small profit margin, we must operate efficiently or we won't remain in business very long."

The organization consists of nine routes, with one route man for each; five penny-inserting girls; two stock room men; three installation men; five shop mechanics, who rebuild, test and overhaul; and two outside mechanics. Minor repairs are taken care of on location. If it's a major job, the machine is removed to the shop and replaced.

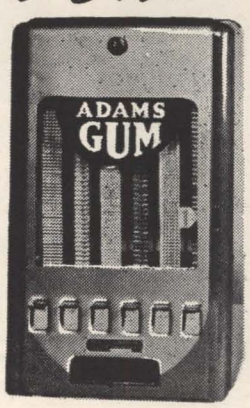
Paper work is an important addendum to this extensive operation. Printed forms abound: Location agreements, inventory sheets, daily work sheets, repair orders, service check-ups, machine inventory cards, location cards (cross-filed in a wheel index), collection slips, pay claim slips, installation sheets, pulled slips, and maintenance reports. A Graphotype machine makes the plates and an Addressograph stamps the names and addresses on each printed form.

Formerly it required three hours to thoroughly clean the mechanism of a machine; now it takes but one. This speed-up is due to two solutions and a hot water vat. Mechanisms are first placed in soluble oil for 30 to 40 minutes, then rinsed in the vat (a copper tank two feet wide by four long) containing hot water at 180 degrees. The mechanism is then immersed in an acid solution for six to ten minutes, then rinsed in hot water again.

Watching the flawless five-star performance of the Coast force brings to the fore one salient thought: What the large industrial plants have done to speed up operations through precision-tooled machinery, the large cigarette operator has accomplished by more efficient personnel training, close-rein record keeping, and teamwork.

Now
Immediate delivery—unlimited quantities—ADAMS 1 CENT VENDING GUM for all ADAMS and G.V. model gum machines.
Model "G.V."

Idle equipment makes for costly overhead—equipment on location reduces overhead. We urge all operators to get their machines out on location. Pennies add up to dollars and make for a very pleasant and profitable part of merchandise vending.



Limited quantity available for immediate delivery subject to prior sales. Price—$24.00 F.O.B. factory from our San Francisco stock.

Don't delay—place your gum orders today. Delivery from our San Francisco stock. Wire, write or telephone:

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Expand
WITH NEW MACHINES

Keep Sanitation Rules

The recent agitation about coin-operated washers, because of charges that the machines spread bacteria, has its lessons not only for the laundry operator but for operators of most types of vendors.

Authorities in the coin laundry field say the finding of bacteria in some washers came about because the rules for caring for the machines had not been followed completely. Fortunately, the laundry trade has been able to show health authorities that when operators keep the rules, then coin washers have no health hazards. In practically all cases examined, it seemed the washers had not been properly rinsed after washing certain kinds of clothing or fabrics.

It appears to have been a case in which some operators were negligent and did not follow all the rules, and the business of many operators was about to be jeopardized. The importance of keeping the rules is much greater because there is always the fact of competitive lines of business that may make complaints. The agitation against coin laundries came from other branches of the laundry business. Every type of vending machine has competition in some form that may use unsanitary conditions as a basis for complaint to health authorities.

Most types of vendors dispense some food product and in all such cases the federal, state and city regulations applying to sale of food products apply to the machines as well as to retail stores. This means three sets of regulations that may be applied on certain points to vendors selling soft drinks, candy, ice cream, milk, coffee, etc.

The main objective of all the regulations is to promote cleanliness and sanitation. One of the appeals that must be kept before vending operators at all times is to keep machines clean. The cleanliness goal applies to the operator of bulk vendors since all too many of the penny machines are not kept as clean as they should be. Leaders in the bulk vendor field have long contended that cleanliness is one of the most important things about the business of operating the small machines.

Due to the fact that so many pre-war models of vending machines of all types are still on location, the sanitary regulations become all the more urgent. It is much easier to neglect old machines; at the same time, it is the old machines that need most attention to be kept clean.

Health departments in a number of cities have this year criticized many bottlers of soft drinks as being unsanitary. This should have a warning to independent operators of soft drink vendors, and especially the cup type of dispenser. Manufacturers of the machines have spent much on trying to develop machines that can be kept sanitary, because that is a prime essential in selling soft drinks. Now, it is up to the operator to maintain sanitary surroundings and machines throughout his business setup.

Federal regulations are usually of indirect concern to the vending operator and he depends on the manufacturer of the merchandise to meet the requirements. The federal regulations, of course, are far-reaching on some points, extending even to details about the label on merchandise. The list of ingredients on candy bars, while it has turned out to be a good advertisement for the goods, is printed on the label because federal law requires it.

State and city regulations on food products are of serious concern to the vending operator. State food and drug laws are in most cases along similar lines as the federal laws. But every state has its own statutes and operators who sell food products should be aware of the fact. City regulations are included under the local health department.

Cleanliness and strict sanitation will keep practically all the requirements of most of the laws.

Walter W. Hurd

Wall Street Expects Vendors To Boost Beverage Sales

NEW YORK—Survey of the soft drink industry made by Shearson, Hamill & Co., Wall Street securities house, views the fizz field as ripe for expansion, and predicts a rise in beverage sales.

Analysis covers the 1935-1945 period, and forecasts the possibility that the average adult, given increased income and access to the drinks, will quaff 200 bottles a year.

Listed as one of six factors determining the opinions offered in the analysis is: "Development of new type vending machines of both the cup and bottle variety."

VICTOR *Nut or Ball Gum* VENDORS

GLOBE TYPE **$11.75**

Bracket . . . 65c
Pipe Stand $3.50

CABINET TYPE **$13.75**

New Advance 25c Sanitary Vendor $22.50

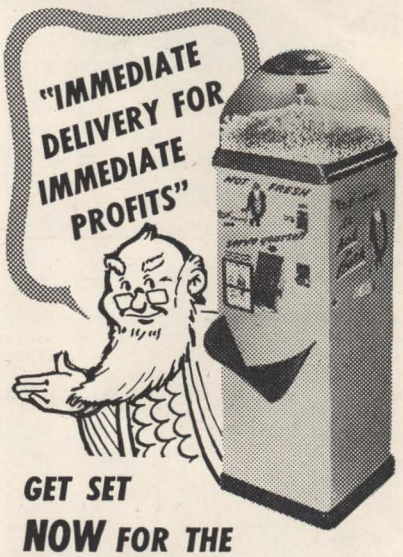
WRITE FOR COMPLETE PRICE LIST

Empire Coin MACHINE EXCHANGE

1012-14 Milwaukee Ave. Chicago 22, Ill.

BIG PROFIT VENDOR

'POP' CORN SEZ:
AUTOMATIC VENDING MACHINE



GET SET NOW FOR THE WINTER SEASON . . LOW INVESTMENT . . BIG PROFITS

OPERATORS — there's big profit in popcorn and the 'POP' Corn Sez Automatic Vending Machine is just the one that can get them for you.

Low Investment, easy to service — it's the only popcorn machine deal on the market today.

Locations easy to secure. Owners like added customer service — fresh, hot, crisp popcorn. See your nearest distributor or write T & C Co.

T. & C. Co.
Box 5998
Dallas, Texas

Kwik-Kafe Vendor Shown in Chicago

CHICAGO—The Chicago vending trade was introduced first hand to the *Kwik-Kafe* machine for dispensing hot coffee at a showing in the Stevens Hotel here, Sept. 2 to 7. S. L. Luber, sales director of Rudd-Melikian, Inc., of Philadelphia, manufacturers, was here to explain the vendor to the trade.

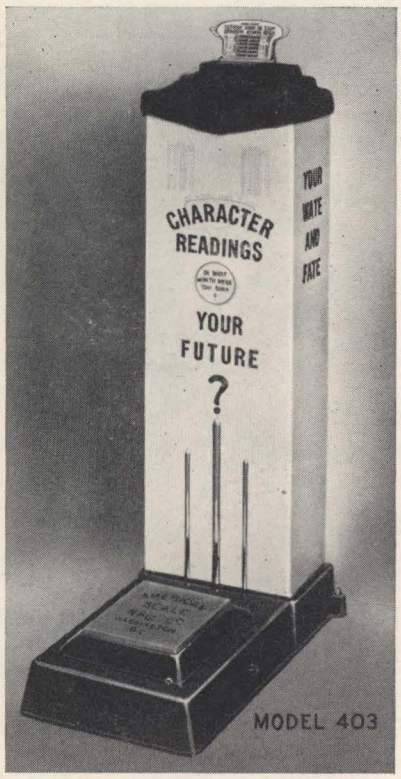
Although production is still limited, Luber said the firm was now able to allot about 60 machines per month to the Chicago territory. Until unhampered production is possible, he said, the firm will allot so many machines to each trade territory, estimated on the population of the area.

The firm recommends the machines for factory locations as of first importance. Surveys have been made by a number of reputable agencies that show how much hot coffee service may mean in increased morale and output of workers. Here the hot coffee vendor has its greatest field, according to Luber. Office buildings would rank second in importance as a location field.

As explained in detail in the July issue of AUTOMATIC VENDING, page 110, the vendor holds 425 cups and dispenses hot coffee into a paper cup five seconds after a nickel is deposited. The capacity of the machine can be easily doubled, the makers state. Controls are adjustable so amount of cream or sugar can be regulated.

The firm supplies a liquid coffee for loading the machine and will control this product to operators. The firm claims many advantages for the liquid coffee in controlling the quality of the vended product. Liquid sugar is also used in the machine for convenience in measuring and handling. Plastic tubing is used to channel coffee, cream and sugar into proper mixing container because plastic is least reactive to chemicals. The vendor also has a violet ray device for extra sanitary precautions.

"COLLECTIONS HAVE INCREASED 200 to 300% SINCE INSTALLING AMERICAN FORTUNE-TELLING SCALES," SAYS BEN MARKS*, SCALE OPERATOR—AND HERE'S WHY



There are 12 slots—one for every month of the year—which appeals to customers and boosts revenue . . . No cup return . . . No knobs or handles to turn . . . A different fortune with each weight . . . 100% automatic — the coin does all the work . . . Beautiful porcelain and baked enamel finish . . . Sturdy construction.

*Address furnished on request

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IMMEDIATE DELIVERY — ANY QUANTITY

Some sales territories still open

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N. Y. Considers Vendor Tax For Housing

NEW YORK — Possibility of taxes on vending machines has been mentioned in the press here, as New York City authorities consider new sources of revenue to cover new housing projects.

The proposal suggested would be 50 cents per month on vendors and authority would be new legislation passed by the recent Legislature. Vending machine industry has regarded new state law as very unfavorable since it opens way for local taxes in all parts of the state.

The city is considering ways to keep rents on new housing at about $12.50 per room, instead of $16, and a number of new taxes are being considered. Just what special taxes will be proposed by the Board of Estimates was not decided on at recent meetings. The vending machine tax may not be listed at all in final recommendations, but press releases did mention it as being discussed.

Ice Cream Industry Meets in Miami Beach

WASHINGTON—The ice cream industry is now looking forward to its 43rd annual convention, to be held in Miami Beach, October 27 to 29. Members of the industry will be interested chiefly in a general promotional program which may halt the downward trend in sales of ice cream that began early in the year.

Many trade leaders think that 1946 must be accepted as a peak year and that sales will strike a high level, as at present. Official reports were available on July sales of ice cream and the general decline was put at 19 per cent in comparison with the same month one year ago. Highest percentage of decline was in the South Atlantic and South Central states. The states in the West North Central area showed the smallest decline in sales for July.

Official reports on sales are at least a month late and members of the ice cream trade were looking forward to late summer reports on sales, when hot weather boosted consumption in many areas.

The annual convention will be under the auspices of the International Assn. of Ice Cream Manufacturers, with headquarters here, and the entire dairy industry will be much interested in the program.

Sanitation will also be an important topic and the 10-point program of the New York trade will be studied as an example of how the trade can comply with all sanitary regulations.

Expand Washer Production

MANSFIELD, Ohio—Production of coin-operated *Laundromat* washers will get a boost as the expanded plant of the appliance division of Westinghouse Electric Corp. gets under way here.

The firm reports that steel and parts are still a problem in its production program. Some idea of parts needed may be gained by the fact that conveyor belts carry more than 4,500,000 parts daily to workers in making the various devices turned out here. This plant and the one in Springfield, Mass., both making appliances, have been expanded at a cost of $14,000,000.

The expanded plant here has 21 miles of conveyor lines and is now about 90 per cent working. Total floor area is about 43 acres and 6,000 people are normally employed. At capacity, 60 carloads of materials are needed every work day.

NAMA Holds Three Pre-Convention Meetings

CHICAGO—In three important regional meetings last month, National Automatic Merchandising Assn. spread the good news of the December convention plans to vending operators in widely separated areas. Plans for the three sessions had been carefully made, and with the work of local organizations and leaders in each of the cities, attendance at all meetings was reported excellent.

The first meeting was held at historic Old Point Comfort, Va., Sept. 12 and 13 and an attendance of 100 was scored at the two-day conference. The board of directors of NAMA also met there just preceding the conference and decided on many vital points relating to the convention schedule in Chicago, Dec. 14-17. The board also picked the winner of the 1947 award for distinguished service to the automatic merchandising industry, but the name will be kept confidential until the convention.

President R. Z. Greene of NAMA and George Seedman, general chairman of the convention committee, were headline speakers at each of the meetings and also officials of the NAMA headquarters staff, including C. S. Darling, executive director of the association. Regional trade leaders were also on the program in their respective centers.

A second regional meeting was held in Kansas City, Sept. 19 and 20, followed by a third regional meeting in Dallas, Sept. 21 and 22. Each meeting, in addition to boosting the 1947 convention, was also made a testing ground for new regional meeting program ideas. NAMA has developed its regional meetings to a place among the front ranks of organization work in the country and new program ideas are being tested at intervals.

At the meeting at Old Point Comfort representatives of vending merchandise manufacturers reported on products sold in machines. Speakers included Lewis Gruber, sales manager, P. Lorillard & Co.; W. H. Maichle, vice-president, Beechnut Packing Co.; and W. B. Riley, vice-president, Brach Candy Co. I. H. Houston of Spacarb, Inc., was also among the speakers. A special operators forum was a highlight of the conference.

The Virginia meeting was also a sounding board for some ideas which NAMA is fostering to aid in its legislative program against taxes on vendors. Important information is being collected which may be presented to various legislatures next year. Virginia is one of the states that has an unfavorable tax on vendors.

Hon. J. Vaughn Gary, member of the Virginia House of Representatives, was a guest at the conference and spoke on the program.

The meeting of the board of directors was saddened by the death of Paul W. Kimball, a director who died suddenly just before preparing to leave for the conference.

In Kansas City the visiting operators were guests of the big vending machine manufacturing industry that has developed there. Suppliers of merchandise were represented by speakers on the program. A round table session for operators was also a highlight.

A "service school" devoted to the handling of routes marked the big rally of operators in Dallas, showing how to actually repair various makes of machines. In addition, a humorous skit on do's and don'ts for service men was presented.

Following the announcement of a complete sellout of the exhibit floor (AUTOMATIC VENDING, Sept., page 65), NAMA also recently announced a large list of vending suppliers who will have displays on the seventh floor of the Palmer House during the NAMA convention in December. The merchandise exhibits are taken as a sure sign the suppliers of merchandise will cater to the vending operators' needs.

Vending Merchandise to be On Display at NAMA Show

CHICAGO — NAMA headquarters here recently released the first report on merchandise suppliers who would have displays of vending merchandise at the annual convention at the Palmer House, Dec. 14 to 17.

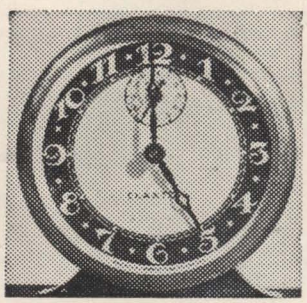
The merchandise displays will be on the seventh floor of the hotel while exhibit of machines will be on the fourth floor. Announcement of sell-out of the fourth floor booths was announced in August.

Candy will lead the list in number among merchandise exhibits. Candy firms displaying products include Charms Co., Queen Anne Candy Co., D. Goldberg, Inc., Shotwell Mfg. Co., James O. Welch Co., Paul F. Beich Co., E. J. Brach & Sons, Walter H. Johnson Candy Co., Lamont, Corliss & Co., Fred W. Amend Co., Sperry Candy Co., and Luden's Inc.

Cigarette displays will be staged by Brown & Williamson Tobacco Co., P. Lorillard & Co., and Philip Morris & Co., Inc. Diamond Match Co., the B-F-D division of Diamond Match, Lion Match Co., Inc., and Universal Match Co. will also have displays.

The soft drink suppliers will likewise be on hand. Coca-Cola and Dr. Pepper will have displays. A varied line of carbonated

NOW IS THE TIME TO INCREASE YOUR VENDING PROFITS WITH VIKING'S ALL-STAR CAST OF MONEY - MAKERS



1. NORTHWESTERN — BULK VENDORS

Complete line of all makes and models, dispensing nuts, small candies, bubble ball gum, and charms for both 1c and 5c vending. Price range, $9.35 to $28.20, F.O.B. Factory.

2. "DUX" — BULK MERCHANDISE

Full line of bulk merchandise now available; mixed and special candy, nuts, Bostons, Rainbows, Licorice, Cinnamon. Write for free samples and prices.

3. REVCO — ICE CREAM VENDORS

The only successful ice cream vendor now being manufactured. Write for literature and prices.

4. KLOPP — COIN COUNTERS

Best low-priced coin counting and packaging machine. Model D (manual), $185.00. Model D (electric), $300.00. F.O.B. factory.

5. U-SELECT-IT — CANDY BAR VENDORS

Widest selection of candy bars of any vending machine. Model 74 Standard, $94.05, F.O.B. Factory.

6. WATLING — SCALES

Immediate delivery No. 500 Fortune-telling scale and Junior Tom Thumb Scale. No springs. Write for literature and prices.

VIKING — FOR VENDING MACHINES

18th YEAR IN BUSINESS — 530 GOLDEN GATE AVENUE — SAN FRANCISCO, CALIFORNIA

fruit drinks will be shown by H. Baron & Co., Inc.; Richardson Corp. will show its root beer syrups in different containers; Penn Syrup Corp. will show a varied line of syrups, flavors, and other items for use in vendors.

Chewing gum will be displayed by Bowman Gum, Inc., and Topps Chewing Gum, Inc. Austin Packing Co., which made such a success with packing its peanut butter sandwiches in oblong packages for operators, will show its product.

The list was growing rapidly as the first report was made.

G. V. Sales Shoot Up as Gum Bottleneck Breaks

SAN FRANCISCO—Now that Adams gum is once again available in unlimited quantities, demand for Gum Vending Corp.'s six-column machine, which vends one-cent Adams products, is increasing daily, according to Messrs. Parina & Co., exclusive distributors for the 11 Western States.

A. F. Parina, head of the firm, also reports fine acceptance of the company's used equipment, consisting of cigarette, candy, and Adams gum vendors. "These machines undergo a complete and thorough overhauling when they arrive at our shop," he said, "which includes stripping all parts, replacing worn ones, applying new paint, etc. When we are finished, the machines look like new and are ready for immediate placement on locations."

Parina, who recently returned from an extended trip to the principal vending machine centers in the East, is expecting samples of the Jennings' milk dispenser in the very near future. The vendors will be on display at the company's main office.

New Deluxe Bulk Vendor By Adams-Fairfax Corp.

LOS ANGELES—Adams-Fairfax Corp., manufacturers of the famous *Cash-Tray* vendor, are now producing a new selective bulk machine, *Cash-Trio*, and a new lightweight stand.

In making the announcement, President Bernie Shapiro stated: "*Cash-Tray's* outstanding feature—its sliding action which permits the machine to come to the customer instead of the customer going to the machine—made history in cocktail bars, taverns, and other types of locations having counters. However, there are thousands of locations where there are no counters or bars, and that's where *Cash-Trio* comes in. Three highly polished aluminum and chrome plated *Cash-Trays*, each of which can be set for either one-cent or five-cent vending and three different selections of merchandise, revolve on an all-chrome stand which is a part of *Cash-Trio*. *Cash-Trio* is being offered to the trade at a lower price than if each of the three machines were purchased separately."

The stand is a startling innovation. "Heretofore," Shapiro stated, "it was not economical to ship a stand across the country as freight charges for these 20 pounds were quite considerable. Our new stand, however, is a hollow aluminum casting of exceptional light weight. After receiving the stand, the operator can either pour ten pounds of water—it's water-tight and won't rust—or sand. In this way we are able to save the operator freight charges and still give him a sturdy, dependable stand of proper heft."

Gum Vendors in Cabs?

NEW YORK—A novel site now under consideration for vending is taxicab. Project is being worked out by Alkuno & Co., Inc., which has developed a compact penny machine, holding 100 sticks of gum. Machines would be installed in fleets of cabs operating in metropolitan areas.

Idea has been suggested before, but has never gotten out of the drawing board stage. A little over a year ago trade circles reported that Yellow Cabs, Memphis, Tenn., was mulling over the plan, but nothing materialized. Appeal in the plan has always revolved around the operator's dream of servicing all machines from one central location, in this case the base garage.

Sambert Co.'s Varied Lines

OAKLAND—The Sambert Co. is now making deliveries of the Bert Mills coffee vendor, Snively juice machine, Kayem products, Tradio radio, and American scale. This distributing firm, whose headquarters are in Oakland, has branch offices in Seattle and Portland.

Telecoin Offers to Install "Launderettes" in Russia

NEW YORK—Telecoin Corp., national distributors of Bendix coin-operated *Launderette* machines, received good publicity breaks on its story of offering its laundry systems to the Russian government. Newspapers and also a number of trade journals other than coin machine papers published the report.

Mel Adams, who handles publicity for Telecoin, prepared the story and Arthur W. Percival, president of Telecoin, authored the letter to Russia.

Basis for the offer was publication of reports in U. S. newspapers that a Soviet newspaper had received and printed numerous complaints from Moscow housewives, charging that laundry service is slow—sometimes taking a full month, that employees are discourteous to customers, and that clothes, when finally returned to their owners, are not clean. The laundry system in Moscow had been using radio advertising to tell about its fine service, but many housewives seemed to think the service was not as advertised.

Percival, in his letter to a high Russian official, explained the *Launderette* system in the U. S., how about 1,200 stores now operate in 45 states, and described in detail the kind of service American housewives get in these stores.

He said that Telecoin is "prepared to install *Launderettes* in Russia as promptly as we have in this and other countries."

Reports have not been received yet as to what reaction the offer caused in Russia.

Canned Juices for Vendors

PITTSBURGH—New interest was aroused in the prospect for vending machines to sell juices when the H. J. Heinz Co. here announced its plans to introduce a new line of canned pure fruit juices to sell at 10 and 15 cents per can.

Newspaper releases did not refer to vending machines but did suggest that the cans would be sold in "those familiar iced pop boxes."

When the Telecoin Corp. held its showings of its new vendor for selling canned fruit juices recently, it was reported that one or more of the big juice canning firms were deeply interested in the idea. (See September AUTOMATIC VENDING.) Heinz officials say that the small cans will also be suggested for drug stores and roadside restaurants.

Cans will be five and one-half ounce size and will bear the familiar Heinz label. The line will include apple, apricot, blended orange and grapefruit, grape, grapefruit, prune and tomato juices. The firm recommends that the juices be chilled for serving.

SALTED NUTS ... IN BULK ... and IN PACKAGES ...

A complete line of highest quality bulk salted nuts is now available for immediate delivery for use in all types of vending machines.

They're "the Pick of the Crop"—the popular Krispy Kernels—noted for their exceptional quality.

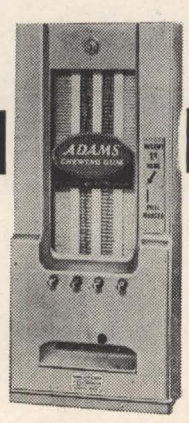
Krispy Kernel package nuts are heat sealed, air and moisture-proof—nuts stay always fresh and crisp—no spoilage and no deterioration. Ideal for counter sales.

Many vending machine salesmen are now carrying the Krispy Kernel line—priced from 5c to $2.00—as an additional profit producer.

We'll be delighted to hear from anyone interested in a fast selling line of the finest nuts.

KRISPY KERNELS CO.
173 Clinton Pl. Newark 8, N. J.

WANT TO BUY

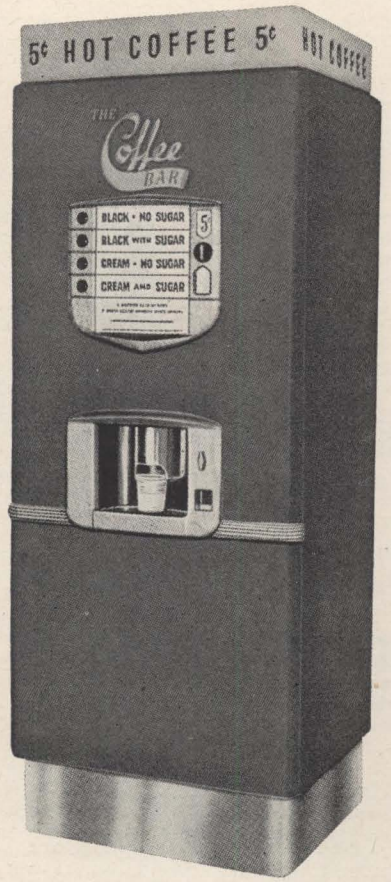


Du Grenier Model N
1c Adams Gum Machines

Clean out your cellars, dig through the stock room—if you have any of these machines, we'll buy them. We'll pay the highest market prices depending on condition of machines.

Write—Wire—Phone What You Have. The Cash Is Waiting.

BOX No. 855, COIN MACHINE REVIEW
1115 Venice Blvd., Los Angeles 15, Calif.



Dimensions: 75½" High, 28" Wide, 22" Deep.

DELIVERIES START OCT. 1 to 15

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ON THE LOWEST PRICED HOT COFFEE MACHINE ON THE MARKET

THE MILLS COFFEE BAR

- Serves piping hot coffee in 5 seconds—always fresh
- Four choices: Black coffee; coffee with sugar; coffee with cream; coffee with cream and sugar
- Storage capacity: 2,000 cups
- Vending capacity: 500 cups
- Adjustable for 5c or 10c operation
- Simple mechanism means easy servicing
- Coin changer optional

DON'T BUY ANY HOT COFFEE MACHINE UNTIL YOU'VE SEEN THE MILLS . . . YEARS AHEAD IN DESIGN AND ENGINEERING.

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Los Angeles 6, Calif.
Phone: RO. 9129

In Northern Calif.:
THE SAMBERT CO.
585 Mandana Blvd.
Oakland 10, Calif.
Phone: TW. 3-5906

MERCHANDISE . . .

With the ending of inventory controls on sugar August 30, this item will probably cease to be news in connection with supplies of merchandise for the vending machine trade. News relating to merchandise will now shift to labor problems and to costs that continue to rise.

Strong effort is being made to maintain the five-cent price on merchandise that has become established with the public at that price, and this effort is in the face of costs that keep on rising. Prices may again become news before the year ends, just as increased price tags on candy bars and soft drinks made news early in the year.

Competition among brands shows a prospect of becoming the chief news topic in merchandise fields as the last quarter begins. Brand competition is already top news in the cigarette trade and reports indicate the same is becoming true in the soft drink field. Competition is beginning to show up among brand names in candy bars but the competition probably won't become lively before late spring in 1948. Manufacturers of candy bars are still too deep in labor and production problems to put real action into competitive selling.

Third quarter financial reports on some of the big producers of merchandise will be available in October; stock market interest still shows up chiefly in the soft drink field.

Early fall reports on many of the merchandise items sold in vending machines follow:

APPLES

Recent government reports indicated an apple crop about five per cent below that of last year; the crop will be slightly above the five-year average.

ASPIRIN

With big plans for the placing of a new aspirin vendor under way, this drug item takes its place after many years in the list of merchandise products sold by vendors. Backers of the new machine say there are only five states having ancient laws that ban sales in vendors. Current drug trade reports show aspirin in plentiful supply and little change in wholesale prices.

ALMONDS

Spot market prices on new crop almonds were not available at this writing. Trade interests estimated the new crop lower than government reports had suggested.

CANDY BARS

Attention began to shift from present sales to the time when increased production will really show up. Manufacturers have been planning for bigger output for some months and a new story may be told by November. Several Chicago plants were appealing for help in the classified columns early in the fall. Labor is still a problem and chocolate now is the chief materials problem. Costs continue to rise for manufacturers and have become so serious on peanuts that a buyer's strike is openly discussed. General trend in the entire candy field is toward big increase in dollar volume and only slight poundage gains over previous months. Manufacturers of candy bars welcome the prospect of the many cool months ahead in which candy bar vendors will need more candy. Extreme hot weather during August cut down shipments of chocolate bars and wholesalers in some sections reported running short on stocks.

CHEWING GUM

Reports on third quarter business by the major manufacturers not available for this issue. Chicago manufacturers were taking on additional employees early in September. A current formula for chewing gum gives some idea of the substitute chicle now being used: 8 per cent pure chicle base, 8 per cent substitute chicle, 1 per cent invert sugar, 18 per cent glucose, and 65 per cent powdered sugar and flavors.

CIGARS

Summary of summer reports showed *Phillies* and *White Owls* as the well-known leaders. Battle of the brands centers among the old five-cent sellers, now in stores at nine cents. The year 1920 still ranks as peak cigar year when total consumption nearly reached nine billion. Cigar trade leaders are still trying to explain declines that have taken place this year. Nation has about 15 million cigar smokers.

CIGARETTES

Biggest news in the cigarette field is the competition in brand sales. The number of reporting agencies that check on cigarette sales in different cities is increasing, and now that 38 states tax cigarettes, many of

NOW DELIVERING

Bert Mills Coffee Bar
Snively Juice Machine
Kayem Products
Tradio Radio
American Scale

THE SAMBERT CO.
(DISTRIBUTORS)
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OAKLAND, CALIF.
Phone TWinoaks 3-5906

them issue monthly reports which give territorial checks on cigarette sales on basis of revenue. In all the states with a cigarette tax an operator of cigarette vendors can now get reports on general sales in his territory to compare with sales through his own machines. Heavy advertising promotion by major cigarette makers is still under way but a full check on its results probably will not be available until after the fourth quarter trade is tabulated. Interest has been centered in the states that added new cigarette taxes, to see if smokers cut their smoking and first revenue reports suggest smokers pay the bill and forget the tax.

COOKIES

Packaging of cookies in oblong packages to fit into candy bar vendors is reported to be boosting business of one cookie manufacturer considerably.

FROZEN FOODS

Interest in the frozen food supply becomes more direct with the announcement of a vendor to handle frozen foods by U. S. Vending Corp. Packers of frozen foods were building up stocks during August and September.

ICE CREAM

The ice cream industry is now getting ready for its annual convention in Miami Beach, October 27 to 29. Official government reports on ice cream sales for July showed a decline of 19 per cent for the entire U. S. Increase in sales was reported for August in some of the large centers. The trade does not now expect 1947 sales to reach the peak of last year.

JUICES

Real interest seems to be developing in vendors that dispense canned fruit and vegetable juices. Early fall market reports indicated some price increases on Florida orange juice. Blended and grapefruit juices remained steady. Stocks remaining unshipped from last season are said to be small; canners expect orange juice to move first and then the blends will be taken. Markets on Maryland and California tomato juice were reported starting to move but price trends not indicated.

The *Wall Street Journal* recently published a report on California orange crop saying, "Any way growers look at it, there'll be more oranges than juice plants can absorb." About one-fourth of the Valencia crop will be available for juice. A lot of the big crop will go into concentrates, and about 160,000 tons are expected to meet the demands of juice processors. The year 1945 still remains the record crop year.

PEANUTS

Efforts to secure price reductions on edible peanuts had not met with success up to the time of this report. Growing and harvest conditions were generally favorable in the three major crop areas and buyers were waiting for some favorable price turns as the September markets opened. The peanut market year starts in September but real market action is not expected before November. A record crop of peanuts this year seems assured. Peanut sticks hit a low on August 1, but oil crushing began to slow up during the summer and came to a near standstill in August. Percentage of peanuts used in candy declined from 22 per cent in June to 18.8 per cent in July. Candy manufacturers are resisting high price of peanuts. Percentage of shelled peanuts going into salted peanuts increased one per cent in July over the previous month. Peanut butter production gained about two per cent in July and use of it in candy dropped about one per cent as compared with June.

POP CORN

Most reports on the domestic crop say pop corn has shared in the ill fortunes of the general corn crop and will be short, maybe as much as 30 per cent this year. Prices will be higher accordingly. National Assn. of Popcorn Manufacturers meets in Chicago, November 18-20.

SOFT DRINKS

End of sugar rationing came just in time for soft drink industry to hurriedly boost output to meet the rising summer demand. Many manufacturers reported plants boosting output as much as 25 per cent; bottle shortage was a handicap in getting fast distribution. Trade leaders say shortages that showed up during the summer were more a matter of distribution than real shortage. Soft drink trade now expects to pass the 600,000,000 case mark by the end of the year. Industry goal is eventually a per capita use of 200 bottles per year—a 100 per cent increase over pre-war use. That competition in brands is on was the conclusion drawn from page ads in newspapers by *Coca-Cola*; the ads illustrated three types of vendors but copy referred to them merely as "red coolers."

Viking Appointed Distributor For Sanitary Napkin Line

SAN FRANCISCO—Viking Specialty Co. has been appointed Northern California distributor for Hospital Specialty Co.'s two sanitary napkin dispensers: the *Fems*, which vends 12 dispensers rolled in cardboard tubes, and the *Gards*, whose capacity is 24 napkins packed in flat sanitary envelopes.

Don H. McClinton, Viking partner, announced that Bob Weidner, who has had considerable experience throughout the East handling candy bar and bulk vending machines, has been added to the expanding force. Weidner is building routes for Viking customers and doing repair work on location and in the shop.

W. A. Collier, McClinton's partner, revealed that cashews and filberts are now being offered to the trade in vacuum packed five-pound tins. "This is not only more sanitary than the bulk cartons," Collier said, "but the merchandise keeps fresh a lot longer. And there's no extra charge involved."

One of the current highlights of Viking's merchandising program is the accelerated sales of the Klopp coin counter, the automatic counting and packaging machine.

Spacarb Making Test of Unit in Boston

BOSTON—Spacarb of New England has received the first delivery of the new Spacarb *Mix-A-Drink* three-flavor machines, the first commercial units to be installed on a test. Spacarb expects increasing deliveries from the manufacturer, the Bath Iron Works at Bath. The cabinet is designed by the famous industrial designer, Norman Bel Geddes.

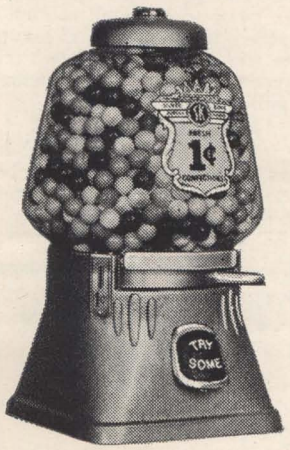
A unique feature of *Mix-A-Drink* is the possibility for the customer to select any of the three beverages or any combination of the three beverages in the unit. Other features of the equipment include an automatic coin changer, anti-jackpot device, and enough cooling capacity to serve five drinks a minute "from now till Kingdom come."

Skyline Expands

NEW YORK—To meet increased production needs for sales to vending machine operators, Skyline, Inc., will construct a 7000 square foot addition to its present plant at Lansdowne, Pa.

Firm produces a line of packaged and bulk candies, as well as regular and bubble ball gum. Its new building will be used solely for the manufacture of items for the vendor trade.

ANNOUNCING
Entirely New — "SILVER KING"
Ball Gum Vendor
(PATENTS PENDING)
No Missing — No Adjustments



Handles 140-170-210 count gum, no breakage, and positive delivery.
If you want the best trouble-free ball gum vendor, try the new improved '48 "Silver King".

Nut & Ball Gum Vendors 1c-5c U. S. & Foreign Coins
AT ALL THE BEST DEALERS
OR WRITE
SILVER-KING CORP.
622 Diversey Parkway Chicago 14, Ill.

HOT DOGS
YOUR FATHER'S MUSTACHE
I'M A WOLF
FREE!
ONE GROSS OF STANDARD DELUXE ASSORTED CHARMS
To introduce our new line of assorted charms — the greatest variety of play-stimulators in vending history—we will ship prepaid, one full gross, absolutely free. Regular 75c value.
This offer expires October 15, 1947
STANDARD SPECIALTY CO.
3021 38th Avenue Oakland 2, Calif.
Phone ANdover 1-9037

Coast Enterprises Have New Coffee and Scale Machines

LOS ANGELES—J. J. Greenfield, head of Coast Enterprises, has returned from Chicago where he attended the Bert Mills Corp. distributors meeting. Greenfield reported that factory engineers outlined the operation and mechanical highlights of the Mills *Coffee Bar* which has been altered drastically from early models. "Many new features for more efficient operation have been incorporated into the new model," Greenfield said.

Deliveries of the hot coffee machine in Southern California (by Coast Enterprises) and Northern California (by The Sambert Co.) will begin between October 1 and 15, Greenfield stated. "Our machine is the lowest priced hot coffee vendor on the market," he said, "and is years ahead in design and engineering."

Greenfield, who also handles the American fortune-telling scale in California, Oregon, and Washington, announces that he has a good supply in stock for immediate delivery. "Operators who have purchased the American fortune-telling scale have expressed amazement at the way collections have increased over other makes."

Financial Paper Spotlights Vending Machine Industry

CHICAGO—Expansion of the vending machine trade made a front-page story in the local financial paper here recently, the *Chicago Journal of Commerce*. The story by a staff reporter was based on interviews with officials of the National Automatic Merchandising Assn. and scores another victory for the public relations work of the organization.

Dependence of the vending industry on coins and on standard small merchandise, like candy, soft drinks, cigarettes, gum and peanuts, are emphasized in the report.

Some of the newer ideas and machines mentioned in the story, to give it general appeal, include the following:

Design for a machine which will vend two dill pickles for a nickel has been completed by John Frantz, president of A. & F. Engineering Co., Chicago. Frantz also says his firm is experimenting with a machine for selling small cans of baby foods for use in large apartment buildings.

Mention is made of the new vendor by One-Use Tooth Brush Corp., now well known to readers of AUTOMATIC VENDING.

The new hot coffee dispensers are listed as developments that will attract the public. Ice cream vendors are also included among the newer expansions.

The article closes with a paragraph emphasizing the sphere of automatic vending as compared with retail trade:

"Manufacturers and operators realize that they cannot replace personal selling and it is their avowed aim to supplement the salesman and to give round-the-clock service."

Plan to Install 1500 Stamp Vendors in Post Offices

NEW YORK — Additional information has been obtained from Joseph J. Lawler, Third Asst. Postmaster General, concerning the contract recently awarded by the Post Office Dept. to the Commercial Controls Corp., Rochester, N. Y., for the purchase of stamp vending machines. (See AUTOMATIC VENDING, September, page 76.)

The order, amounting to $675,000, calls for a total of 1500 machines, which would price the individual stamp vendors at $450 each. Dispensers will be mounted on a pedestal at a distance of approximately 52 inches from the floor, "no other dimensions being prescribed." The vendors are to be installed in large post offices "at points frequented by the public."

Machines will be of the triplex type, with three individual dispensing units, each capable of handling one coil roll of 3000 stamps, but the vendor will also function if loaded with smaller coils of 500 or 1000 stamps. All coils used will be of the standard types now available in post offices. The machine can hold a total of 9000 stamps, with a face value of $270.

Accepting nickels and dimes, the vendor will dispense, at face value, five 1-cent stamps for a nickel; two 5-cent airmail stamps for a dime; and five 3-cent stamps for fifteen cents. No change-making mechanism is employed.

Delivery of the machines by the Commercial Controls Corp. will not start until after the first of the year. It would appear that the machines will undergo extensive use on location before the Post Office Dept. decides whether to undertake any large-scale vendor installations, as Lawler observed: "It cannot be stated at this time whether additional machines will be ordered in the future."

Operators of the 175,000 stamp vendors now in commercial locations expect the competitive effect of the 1500 government-operated vendors to be negligible.

Alkuno Plans New Vendors

NEW YORK—Alkuno & Co., Inc., manufacturers of lotion machines, cigar, bar candy, hot nut and bulk candy vendors, is working around the clock readying new Life Saver and Charms machines for the NAMA show in December.

"They are five-cent vendors with a capacity of 200 units," said Kuno E. Hamann, president of the firm.

Six Operators Handle Cincy Drink Vending

CINCINNATI—A half dozen operators of soft drink vendors are reported to be doing business here. Competition seems to be greatest in getting theater locations, with three of the operators catering to these locations.

One operator claims there is no money in industrial locations and has evacuated this field for the theater business. It is estimated there are something over 100 theater locations doing a five-cent cup business.

A local bottler is vending via the bottle machines and is satisfied with that kind of operation. The others prefer cup dispensing.

One pioneer operated all during the war on old machines with a minimum of trouble, due to the fact that they were able to obtain standard parts, though the company supplying the machines had gone into war production.

Now they would like to expand and replace equipment, but say the machines they have seen do not meet their requirements.

Six-hundred-cup capacity, they say is ideal, as it does not require servicing more than once a day, as a rule. Under 500 cups is not enough, they believe, but declare 1,000-cup capacity too unwieldy and occupy too much space.

Another deterring factor is what they consider the exorbitant price tags on new machines.

This outfit considers a location doing only 100 cups a day as not profitable, and removes equipment when that minimum is reached.

Twenty per cent commission is deemed ample and higher than that unsafe, although it is reported some newcomers are offering as high as 30 per cent.

Syrups are fast catching up with the demand and the situation is expected to become normal shortly.

There is no tax on vending machines at present, but there is a fee of $2 per year per location for machines dispensing edibles. This is assessed by the Board of Health and is an inspection fee.

The fee covers a location, no matter how many and varied the vending machines being operated there.

As with other things, costs have gone up in the health department, and it would not be surprising if this fee were raised to $5 in the near future. It needs no legislation, but a simple action of the Board of Health, amending a paragraph in the present State enabling act.

If the bottle-neck of new machines and prices can be overcome, there is nothing to hinder the soft drink automatics from going places here.

"Postmaster" Successfully Tested on Locations

CHICAGO—In order to test the earning capacity and mechanical stamina of their new *Postmaster* stamp vending machine, Daval Products Corp. has just completed an exhaustive three month location test, reports Ben Lutske, sales manager.

In a substantial number of locations in Chicago, the *Postmaster* came through with flying colors—averaging a profit of $2.40 per week—despite the fact that locations chosen were not top traffic stops but typical neighborhood stores. In fact, most of the locations were small drug stores where traffic is always comparatively light as compared with heavy-demand loop locations.

Many of the people interviewed at the locations said they were attracted to the machine by its handsome, official look. They liked the "whirring" sound it made as the lever was pulled and the stamps vended.

Although in constant use, a check-up on the mechanical parts of the *Postmaster* revealed not a single mechanical defect, says Lutske. The case hardened working parts showed no visible signs of wear and the machines operated smoothly throughout the entire test period.

Awareness of Packaging Psychology Spurs Sales

NEW YORK—"You can't tell a book by its cover," is an old adage, but the progressive candy bar vender is the man who arranges his "covers"—or his packaged commodity—to stimulate the interest of certain types of buyers.

For example, let us say one particular location is patronized chiefly by youngsters. They are not too familiar with brand names nor can they be classed as "impulse" buyers. Chief reaction is to color, design, and size of the bar. Motif here is attractive colors which will enable the youthful customers to mentally associate the colorful wrapper with the appetite appeal of the product.

Next comes spots catering primarily to teen-agers. The bar with an interesting design, which at the same time subtly suggests sophistication and maturity, will prove most popular.

The adult succumbs in a good measure to "impulse" buying. An eye-catching wrapper in rich colors will tempt him, especially if the product has been backed by national advertising which he recognizes.

While attractive packaging, psychologically geared to separate groups, will promote sales, repeat business will not be obtained unless the quality of the product measures up.

Candy vending operators who wish to slant their machine wares to certain age groups can bolster volume only if they make sure that both package and product are first rate.

Production Increased On Mint Selector

SAN FRANCISCO—Manufacturers Agent Sales Co., makers of the four-way mint selector, is now in quantity production. Vendor has a capacity of approximately 100 five-cent chocolate-covered mints and requires only six square inches of counter space. It can also be placed on stands or brackets.

Operators report exceptionally fine returns and look for an increased volume of business with the advent of the fall season.

In making available nationally known mints, the firm is able to assure operators of an adequate supply of high quality merchandise.

Central Vending Moves

PHILADELPHIA—Central Vending Machine Service Co. has moved to larger quarters, at 3967 Parrish St., according to the owners, William Goldberg and Herman J. Wolf.

The firm is fully equipped to take care of all types of repairs and refinishing for cigarette machines and automatic merchandise vendors. Central Vending also buys and sells used equipment.

First Vendor Sold Wine

NEW YORK—What is the oldest automatic vending machine in the world and what did it dispense?

This Week, the national pictorial weekly, has dug deep into the archives to come up with this answer: The oldest machine is the one in the British Museum which vended wine 2,000 years ago.

3 Big Profit VENDORS by KAYEM

✓ Vit-O-Mins Vendor

186% Profit Margin!

Absolutely no competition in this new type of vendor! Four-column vendor holds 96 boxes (two tablets to a box) of Vitamin-Mineral tablets. Operator makes 6½ cents on each 10-cent sale! Sturdy, full cadmium and chromium plate steel machine. Unlimited locations! Machine backed up with national radio and newspaper publicity featuring lovely movie star Ilona Massey. Be first in your territory. Investigate today!

✓ Dental Kit Vendor

Dispenses 1-cent dental kit containing colored plastic toothbrush, tube of toothpaste, and packet of toothpicks. Kit costs operator only 5½ cents. Tremendous consumer demand!

✓ Chewing Gum Vendor

A mechanically perfect, trouble-free, convenient to service chewing gum vending machine. Interchangeable for either penny or nickel pack. Will out-sell any other gum machine on the market. Get yours today!

WRITE — WIRE — TELEPHONE

PAUL A. LAYMON, Inc.

1429-31 West Pico Blvd. Los Angeles 15, Calif.

PRospect 7351

now delivering...

a cool million

DRINK·O·MAT

Coca-Cola CUP VENDOR

Featuring

COOLER·CARB* *

*... A cool million—and more—in profits to wide awake operators looking for the cup beverage dispenser that incorporates the most sensational developments ever included in one machine . . . a cup vendor based on 12 years of manufacturing and operating experience of men nationally known as originators and specialists in the field . . . a dispenser designed throughout from the service man's viewpoint for PERFORMANCE under any and all operating conditions.

* *. Only DRINK-O-MAT has the exclusive COOLER-CARB unit for instantaneous DRY refrigeration and carbonation. Eliminates the bacteria breeding sweet water bath system.

FEATURES OF THE FUTURE . . . RIGHT NOW!

Changemaker . . . Accepts nickel, dime or quarter. Gives drink plus change automatically. No lost sales because patron may not have proper coin at the moment. Includes most highly developed slug rejecting devices.

Speedy Delivery...Requires only six seconds to deliver an ice-cold drink freshly made.

Trubl-Lyte...Indicates at a glance electronically to the service man what needs attention or service.

Foam Control . . . All drinks delivered with proper "head".

Drink Adjuster . . . Operator presets volume of syrup and water dispensed. Always constant.

1000 Cup Capacity . . . Equal to over 41½ cases of bottles—low overhead.

Sanitary . . . The only dispenser that meets ALL rigid health department requirements. All stainless steel tanks and fittings. Any parts not made of stainless steel are BONDERIZED to prevent rust and insure long life.

PLUS MANY OTHER LITTLE THINGS THAT HAVE SO MUCH TO DO WITH INCREASING PROFITS—ALL BASED ON ACTUAL OPERATING EXPERIENCE.

Write for Booklet #21

DISTRIBUTORS: A few franchised territories are open. Write to our General Sales Office.

DRINK·O·MAT INDUSTRIES

AMERICA'S FOREMOST PIONEERS OF BEVERAGE DISPENSERS

GENERAL SALES OFFICE
250 West 57th Street · New York 19, N. Y.
Phone: Circle 6-5941

FACTORIES: Lawrence, Mass.

103
FOR OCTOBER 1947

FTC Investigating Amer. Canteen Discounts

WASHINGTON — The Federal Trade Commission was reported recently to be marshalling its forces to make a concerted drive against the practice of special discounts to large volume buyers. One or two important national cases on quantity discounts are headed for the U. S. Supreme Court and the vending trade is interested in a case involving complaints against the Automatic Canteen Co. by candy wholesalers. Candy wholesalers, through their national organization, say several candy bar manufacturers have made special discounts to Canteen.

The Robinson-Patman Act gives FTC authority, officials say, to fix the rate of discount for quantity purchases, a power which the agency has not exercised up to the present time.

The current moves of FTC to investigate discounts to larger buyers are all part of the general government move to control further rise of prices. Complaints coming to FTC say that present discount practices are causing monopolies on supplies in many trades.

Shortage of Skilled Help Hits Candy Plant Expansion

CHICAGO—When E. J. Brach & Sons published a full page advertisement in one of Chicago's dailies, appealing for more workers to help turn out Brach's candy bars, it was regarded as one of the most telling signs that candy plants are beginning to boost production for the coming months.

A majority of the candy firms in Chicago have appealed for additional help since Labor Day. Manufacturers have explained for some time that labor shortage, that is, shortage of skilled help, had become one of the biggest problems in boosting output of candy. The new appeals for more workers indicate a determined effort to overcome the labor shortage.

Some idea of the inducements that are being offered to get people to work in candy plants may be gained from the help wanted advertisements. Most of the plants will take inexperienced help and start them off at good wages, pay a ten per cent bonus for night work, give vacations with pay and six paid holidays; uniforms and laundry are free and there are frequent rest periods; group life insurance and hospital plans are offered, with the employer paying the fees. Some of the plants also have a lending library and various social and athletic activities for employees.

The appeals are for men, women and girls and the types of jobs offered vary from part-time work to machinists to keep equipment in repair.

Leaf Brands, Inc., in its appeal for help, states that it is opening three shifts to make hard candies and also bubble gum candy.

Free Gross of Charms

OAKLAND—To introduce vending machine operators to its new de luxe line of assorted charms, Standard Specialty Co. is offering one gross free. The offer expires October 15.

"Instead of having to purchase one pack of each type of charms to be assured of a good variety, vending operators can now buy a single pack and receive the finest assortment on the market," Bert Fraga, head of Standard Specialty, declared.

Fraga also revealed that distributorships of Standard's famous cast-iron stand are going fast but that there are some protected territories still available.

•

EXPAND—With New Machines

For The New

STONER UNIVENDOR

CANDY and ASSORTED MERCHANDISE VENDOR

In The Territory Of
OREGON, WASHINGTON
IDAHO, MONTANA,
BRITISH COLUMBIA and
ALBERTA, CANADA

CONTACT

DISTRICT REPRESENTATIVE

DON H. BURCHAM Co.

917 S.W. Oak Street
Portland 5, Oregon

ASSOCIATES:

W. E. Earl
917 S.W. Oak St.
Portland 5, Oregon

R. M. Loughrey
803 Mercer Island,
Washington

BAR VENDERS

Popular Items

5c cartons Chocolate Confetti ..... 100/5c to case
5c cartons Boston Baked Beans ..... 60/5c to case
Above items also packed in 24 count display boxes.

For 5c Bulk Vendors

Chocolate Confetti ..... 36# case
Sugared Chocolate Peanuts ..... 32# case

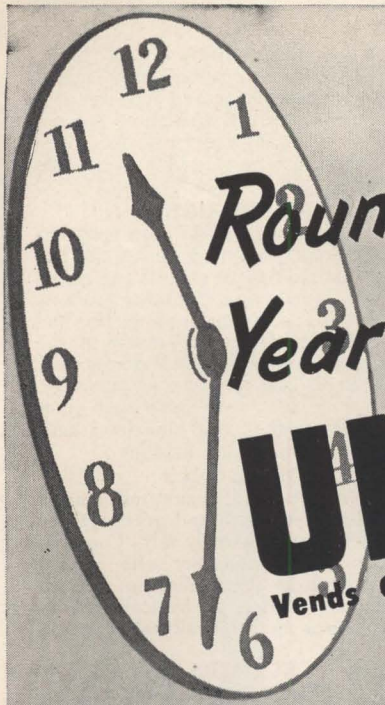
Also
Candy for 1c Bulk Vendors

For Samples and Prices, Write:

FERRARA CANDY CO.

Not Inc.

2200-10 WEST TAYLOR STREET CHICAGO 12, ILLINOIS



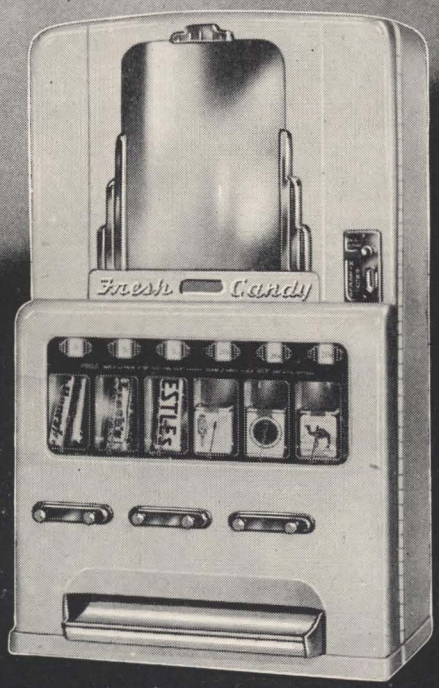
Round the Clock Performance Year after Year . . .

UNIVENDOR

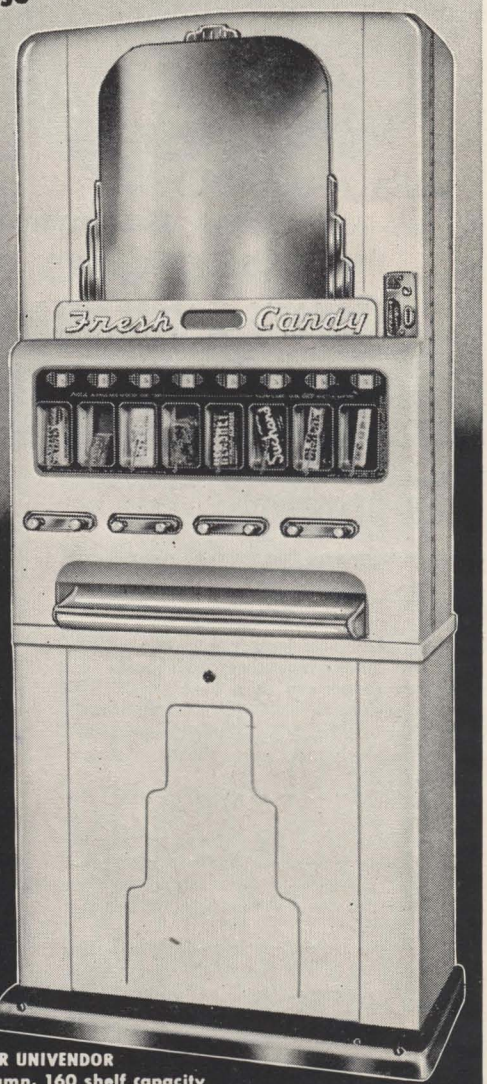
Vends Candy and Assorted Merchandise from 5¢ to 20¢

Ask the man who operates UNIVENDOR—he'll tell you there's not another machine like it for smooth, dependable operation . . . year after year.

And UNIVENDOR offers merchandise selectivity—the vending of items in any three price combinations of 5¢, 10¢, 15¢, 20¢.



JUNIOR UNIVENDOR
Wall Model
Compact 6 column 102 shelf capacity unit. Also available with base.



SENIOR UNIVENDOR
8 column, 160 shelf capacity Smartly designed . . . trimmed in sparkling chrome. UNIVENDOR is also available in 8, 16 and 24 column Theatre models.

Stoner Mfg. Corp. Aurora, Ill . . .

The Aristocrat Line

105
FOR
OCTOBER
1947

OPERATORS

A Million Locations Now Waiting for

"STAR" 5¢

CANDY BAR VENDER

MADE ESPECIALLY TO SELL

"HERSHEY'S"

AND MANY OTHER POPULAR BRAND BARS

GETS THE MONEY

DAILY TURN-OVERS

BIG PROFITS

WRITE, WIRE, PHONE

AUTOMATIC ENTERPRISES
National Sales Agents

635 S. Kenmore Ave., Los Angeles 5, Calif.

Phone EXposition 1515

6"x4½"x18"
Capacity 40 Hershey's
Only 3 Moving Parts
Shipping Weight, 5 Pounds

INGREDIENTS . . .

Chocolate continues to make dominant news among all the ingredients that go into candy bars. Sugar supply may cease to be news for the merchandise trades now, except that prices are at a high level. The dollar shortage in other parts of the world is helping to pile up a big sugar surplus on Uncle Sam's hands, plus another bumper crop in Cuba.

To get prices on vending merchandise down to more normal levels, sugar prices need to come down and futures trading for 1948 delivery is showing a downward trend. But sugar is likely to be a minor problem for awhile in the manufacture of vending merchandise.

No decisive trends in ingredient supplies had shown up in the early fall. A digest of reports on various items is as follows:

BUTTER

As mentioned in the September issue of AUTOMATIC VENDING, the trend on butter prices is decidedly upward. At this writing, there is talk of butter retailing at one dollar per pound as the price spiral continues upward. Butter production showed seasonal declines during the hot weeks of late summer, a fact which did not help the price situation. September started off with a new high in futures trading on the Chicago butter market; storage supplies are dwindling in all four butter market centers. Official view is that other dairy products may not be as high during the fall as they were last year. Production of dry milk products continues at high levels.

CHOCOLATE

Cocoa bean prices reached new highs by the end of August and no relief on costs is in sight. The New York Cocoa Exchange suggested that American firms cut down buying by purchasing only a 60 days' supply at a time, instead of the usual five months' supply. A new crop was harvested in Africa in September and will begin to move on to market through October to December. Some American mills are reported as not busy while firms like Hershey are working at capacity. Cocoa has risen more than 260 per cent in price since last fall.

COCOANUT

Late in the summer prices on Philippine copra began to advance and this rise continued into September. Advances are not considered important and are in part helping to meet the high cost of living in the Philippines.

CORN PRODUCTS

The ups and downs of the corn crop outlook made front page news during the late summer. By mid-August at least two manufacturers of corn syrups and other products used in candy and ice cream production had announced price increases because of the high price of corn. Prices on dextrose were not advanced. Due to corn crop shortage, the outlook is that corn syrup and other products will remain at a high level until the 1948 crop relieves the situation.

EDIBLE OILS

Official reports said peanut oil market continued at a standstill and price declines were also reported in early fall. Cocoanut oil prices began to advance with general price increases on the Philippine product. Spot markets started in September with small increases on practically all fats and oils.

FLAVORS

Most trade reports said a rising trend in business began late in August and was expected to continue through October. Inventories are said to be low, but supply firms said the present increase in business may not continue through the winter. Price trend has been slowly downward for some weeks but some leaders in the trade think they may level off now. Prices now are about 20 per cent above pre-war levels.

HONEY

Reports up to July first had indicated a drop in honey production this year; but late summer reports showed improvement and the entire country may produce a much larger crop. Reports do not show increased use of honey by candy bar makers.

PEANUTS

Fall market opened with prices at high level and candy bar manufacturers, through NCA, were still trying to get price adjustments downward.

PECANS

The official government report finally

2 *of America's Favorite Bars*

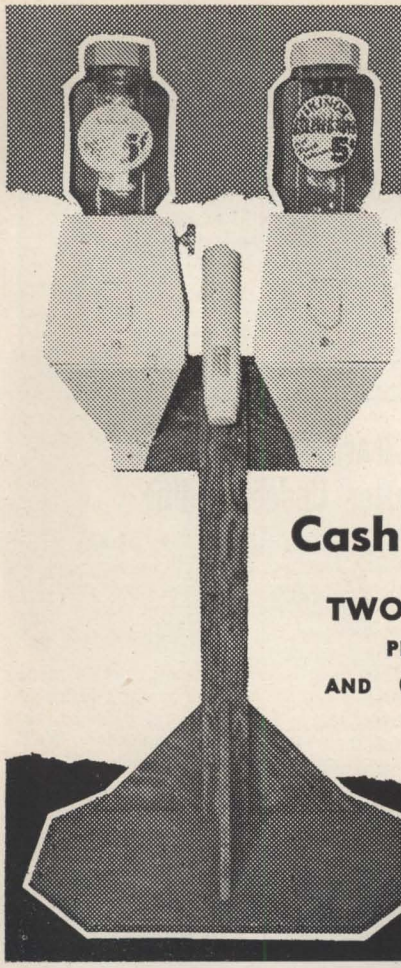
Powerfully advertised every week on one of America's favorite programs

DAVID HARDING *Counterspy*

EVERY SUNDAY 5:30 PM — EDST

OVER ENTIRE ABC NETWORK

ALKUNO'S SPECIAL DEAL



BUY THEM ALL TOGETHER AND SAVE!

AT REGULAR PRICES this merchandise would cost:

Hot Nut Vendor	$45.00
Bulk Candy Vendor	41.00
Double Stand	7.50
1,000 Cups	2.25
	$95.75

Cash Savings $16.25

OR

TWO HOT NUT MACHINES PLUS DOUBLE STAND AND ONE THOUSAND CUPS

$83.50

THE FAMOUS
VIKINOR 5¢ HOT NUT VENDOR
AND
VIKINOR 5¢ BULK CANDY VENDOR
AND
A COMPACT DOUBLE STAND
PLUS
ONE THOUSAND FRILLED PAPER CUPS

All for **$79.50**

This Offer Is Made for a Limited Time Only

ORDER NOW!

ALKUNO & CO. INC.
Mechanical Manufacturing Laboratories
408 Concord Ave., New York 54, N. Y. • Phone: MElrose 5-7757

placed the new pecan crop at about 107,000,000 pounds, which is about 39 per cent above the 1946 crop. The 1947 crop will thus be about one per cent below the ten-year average. Georgia and Oklahoma account for most of the big increase in production, compared with last year; Alabama, Florida, Mississippi, Louisiana and Texas report smaller crops than last year.

PEPPERMINT

As distillation of the new crop got under way, trade reports said it was quite evident that prices would fall somewhat below present levels. New York market centers suggested that prices would probably level off without large decreases from now on. Weather interfered with distilling the new crop in western Washington.

RAISINS

Most recent reports showed fair demand for the remainder of the 1946 crop; growers were still working to get government support for the new crop. Foreign raisin crops were reported the smallest since 1931.

SPEARMINT

Mixed reports on spearmint, as on peppermint, came to market centers as the new crop was ready for distilling. Outlook for spearmint is less favorable than for peppermint but price declines are expected on spearmint as the new crop oil gets on to the market in quantity.

SUGAR

Inventory controls on sugar ended August 30 and price controls are scheduled to go October 31. Commercial users were not buying much in August, but increased purchases in September.

TOBACCO

Final government report on flue-cured market season in Georgia-Florida area showed a bumper crop of high grade cigarette tobaccos, with the average price for the season about five cents below 1946 average price.

VANILLA

Few market reports were available at this time. Users are still looking forward to the Mexican crop in November and prices remain high.

A sidelight on the whole ingredient picture was recently expressed by a leader in candy trade circles. Attention was called to the fact that the cutting of census funds by the recent Congress meant that data on ingredients that go into making candy bars, soft drinks and other merchandise will not be collected in 1948. Manufacturers of candy bars especially are said to have appealed for data on the outlook for ingredients. Only official data available now was collected ten years ago and is very much out of date.

NAMA Hotel Reservations

CHICAGO—Hotel reservation forms for accommodations at the Palmer House during the NAMA convention, December 14-17, are available at association headquarters, according to Chairman George M. Seedman. Reservations should be made with the association, 120 S. La Salle St., and not through the hotel, Seedman states.

Forms have been mailed to members, but it is expected that hundreds of non-members will attend the convention. In anticipation of 2,000 guests, the association has reserved 200 additional single, double and twin bedrooms and suites.

Coca-Cola Magazine Ads Picture Coin Coolers

NEW YORK—Vendors are breaking into Coca-Cola's national advertising. Back cover of the September *Ladies' Home Journal* carried a scene at a gas station, with a coin cooler in the foreground.

Copy ties in "the pause that refreshes" with the stop for gas and oil, but makes no mention of vending, referring to the bottle dispenser as the "familiar red cooler." Trade circles will recognize it as a V-59 Vendo top mounted on a "Master" model cooler, made by both Westinghouse and Cavalier (Frigidaire).

SELECTED—CALIFORNIA ALMONDS

The small tiny size—Roasted and Salted especially for Vending Machines. PACKED in 5 lb. wax lined cartons for easy handling - 6 - 5 lb. cartons to a shipping case.
Write for samples and prices today! Please tell us your approximate requirements and whether you are a distributor or an operator.

THE HARRY P. RITCHIE CO.
333 E. 2nd ST. LOS ANGELES 12, CALIF.

CIGARETTE VENDING

Cig Smugglings Clip State Take in Pa.

PHILADELPHIA — Smuggling of untaxed cigarettes into Pennsylvania from adjoining states, particularly from New Jersey by way of the Delaware River bridge here, is reported on the downgrade and it is expected to reach an insignificant volume when the last of city-shore traffic is over for the season in October.

H. W. Beachy, deputy secretary of Revenue and head of the Bureau of Collections, said that transportation of untaxed cigarettes across the State line has been "cut down considerably" by initial seizures in the Philadelphia area.

State police have been maintaining a vigilant guard to stop the smuggling, Beachy said.

Revenue from the new cigarette tax has been "a little off" expectations, officials admitted, but they believe it will soon yield more than the budget estimate of $3,250,000 a month.

Both the increased tax and the bootlegging have been a bitter pill for vending machine operators to swallow. Operators decided not to pass on the entire two-cent increase to consumers but instead raised the price only one cent to 20 cents. This brought machine-sold cigarettes on par for the first time with the price of over-the-counter sales of cigarettes, and did result in some increase in sales. But most operators have sought to cushion the penny cut they have assumed by working out arrangements with location owners to share the extra burden.

C-8 Plant to be Set Up in Italy

NEW YORK—Mario Caruso, head of C-Eight Laboratories, makers of electric cigarette vendors, is now in Italy, where he will explore the possibility of setting up a coin machine manufacturing program.

Scheme centers around a hardware factory located in Naples, in which Caruso has a controlling interest. Tentative plans call for dies and materials to be shipped from this country to the factory in the free port of Naples, where the cigarette vending machines would be fabricated and exported, exempt from Italian customs duties. Financing to get the factory back into full operation is being sought from the U. S. Export-Import Bank, and the vendors would be sold in Western European and Latin-American markets.

Before the war, Europe was a major field for cigarette vendors, with manufacture of these coin devices centered in England, Germany, and Denmark. Machines, for the most part, were often sold through cigarette manufacturers directly to location owners and were used primarily as an after-closing-hours sales tool. Shopkeepers, prior to shuttering for the evening, would place the vendors outside their stores to serve night trade or Sunday smokers.

The war and the consequent tobacco shortage killed off most European cigarette vending. Efforts to revive use of the machines have been stymied either by inflation, which rendered coins almost worthless; or by high taxes on tobacco, such as in England, where cigarettes, retailing at a half crown (fifty cents) per pack, make automatic merchandising impractical.

CMA Expanding and Adds State Worker

BOSTON—The Cigarette Merchandisers Assn. of Massachusetts is extending its activities according to plans adopted earlier in the year. Lucius F. Foster, until recently deputy commissioner of the Civilian Production Administration in Washington, has joined the staff of the Guild Associates here.

Walter R. Guild, manager of CMA, announces that Foster will devote his full time to the cigarette organization and that he is already in the field getting acquainted with members. Foster is an experienced trade association worker, formerly in the paper industry field. His background also includes sales management work.

Foster is trying to see every cigarette operator in the state personally and enlist his support of CMA. He is also getting their views on questions relating to commissions, locations, prices, availability of machines and a number of other matters.

Washington Seeks New Industrial Firms

SEATTLE — Washington State officials are seeking new industrial firms and plants to furnish work for its increased population. Industrial activity reached a high level during the war, and now many readjustments are made necessary.

A recent survey of employment in the State shows that about 25,000 people were dropped by shipyards and the federal government in the last year, and that industries over the State were able to absorb about 20,000 of them.

Compared with pre-war period, the State has gained about 22 per cent in population and employment in plants and factories is up about 40 per cent.

Business leaders say that top employment levels have been reached unless new industries can be brought to the State. New power developments mean cheap power for new industries.

Washington is one of the four states that license gaming devices as well as other amusement machines.

Stork Visits PX-er's Wife

SAN FRANCISCO—When Carl Bruhn's wife recently presented him with an infant girl, the popular *PX* cigarette operator quipped: "This is the best news since my last order of PX machines was filled."

"Clear Windows" Win Better Understanding

A keen, analytical insight of why some vending machine men fall by the wayside and others expand and progress is provided by Robert Z. Greene, president of N.A.M.A., who is one of the pioneers in the cigarette vending industry.

"The facts in the following story," Greene related, "can be applied to any branch of the vending business, but it so happens that this story concerns cigarette vendors. We'll call one man Jack and the other Bill, and I'm going to take you behind the scenes and explore the operations of each.

"The windows of Jack's establishment are painted black so as not to be visible from the street. Behind the window is a perfect picture of disorganization. Jack says he can't afford to hire office help so he does the work himself. He can't afford to hire repair men at $50 a week so he tries to do all his own repairs. And he is completely bogged down with details. Records are in a mess. Machines on location are sadly in need of repairs. He just doesn't have time to take care of everything promptly, he says.

"Jack started business in its early stages and has therefore built up a nice route. But he is steadily losing locations. He attributes this to competition which he ascribes to chiseling and commission cutting. He doesn't build proprietor good-will—he just doesn't have time. He constantly complains that his locations are always demanding new machines, that cigarette vending is a tough business. He believes all help is dishonest and inefficient, and the few men he does hire are looked upon with disfavor and suspicion. He joins no civic organizations, attends no operator meetings. He believes that automatic merchandising has reached its saturation point and is a dying proposition.

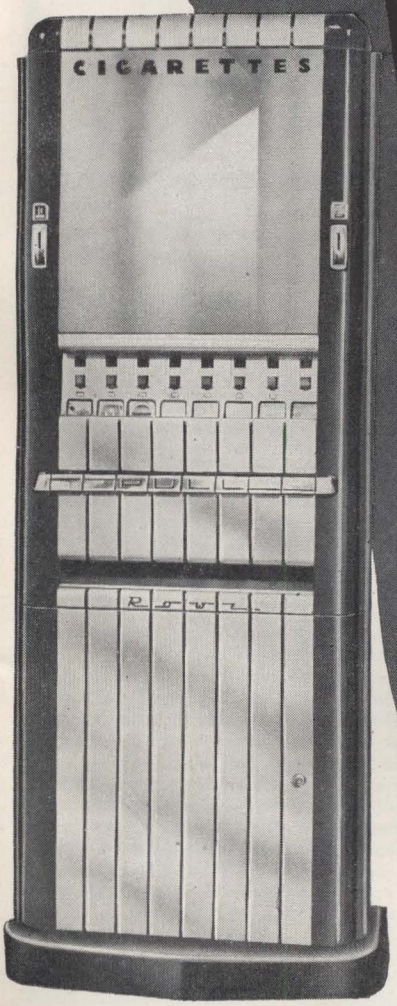
"Bill started operating in 1939. His establishment is housed in an unpretentious—though neat—building. Because he intends his business to grow, he delegates responsibility to others. He realizes that automatic merchandising is competitive — but what business isn't? He believes in countering chiseling competition with location loyalty. The results of Bill's policy were apparent during the war when he had to discontinue operating for almost a year because of the cigarette shortage. After supplies became more plentiful, all his locations were happy to come back to the fold.

"Bill sends his mechanics to the factory to find out the latest methods of servicing. He pays his employees well, using the incentive plan to bolster efficiency. He is proud of his business and doesn't hide in the sand like an ostrich; there is no black

(See CLEAR WINDOWS, Page 110)

YOU GET AND HOLD LOCATIONS

WITH THE *Crusader*



The ROWE *Crusader* comes in maroon, gray, blue or white, and ROWE-KROME, a beautiful metallic finish that carries out a two-tone effect.

You *get* locations because location owners are enthusiastic about the Crusader's modern and handsome appearance, specially designed to harmonize with every decor. They like the Crusader's efficient operation.

You *hold* locations because the consuming public is attracted by the Crusader's beauty, approves the fool-proof operation and dependable delivery of cigarettes, and particularly appreciates the freshness of each package. Thanks to the Crusader's mechanical design which automatically feeds fresh packs, it is unnecessary for servicemen to rehandle packs to avoid staleness.

The Crusader builds good-will among both location owners and the public, and this means a sound and steadily increasing business for you. Buy ROWE.

ROWE MANUFACTURING CO., INC., WHIPPANY, N. J.
Sales Office: 31 East 17th Street, New York 3, N. Y.
World's Largest Manufacturer of Automatic Merchandising Equipment
Member, National Automatic Merchandising Association

USED CIGARETTE MACHINES

IMMEDIATE DELIVERY F.O.B. LOS ANGELES

A plentiful supply on hand of each brand of machine listed. All in A-1 mechanical shape. Paint on all cabinets fair, many like new. All are set for 20c operation. 90-day guarantee.

Model	Price	Model	Price
9-col. 9-30 National	$89.50 each	New Shift-over Magazine for 7S Model	$ 7.50 extra
9-col. 9-50 National	99.50 "	9-col. W. DuGrenier	65.00 each
9-col. 500 Uneeda Pak	82.50 "	9-col. W. D. DuGrenier	69.50 "
15-col. 500 Uneeda Pak	79.50 "	11-col. L. S. DuGrenier	82.50 "
7-col. "S"—Stewart McGuire	47.50 "		

Terms: One-third deposit with order—Balance C.O.D. Extra charge for crating.

Special Service to Cigarette Operators

Cigarettes—All Brands—At Special Prices

CIGARS—MATCHES—CANDY

Popular Brands Available for Your Locations

COUNTING ROOM WITH THE LATEST IN COIN COUNTING EQUIPMENT FOR YOUR USE, FREE OF CHARGE

WEYMOUTH SERVICE COMPANY

4955 Santa Monica Boulevard, Hollywood 28, California
Phone: OLympia 1951

CLEAR WINDOWS

(Continued from Page 108)

paint over his windows. He knows that when you attempt secrecy, people will get the wrong impression. Of course, he keeps his machines clean and uses no improvised labels but neatly printed ones. His service calls are all handled within an hour after they are phoned in because he realizes that out-of-order machines lead to robbery and vandalism and incur ill will of both customer and location owner.

"Bill accompanies his service men to locations from time to time and by so doing flatters the owner, who is happy to receive a visit from the 'big boss.' If he runs into a tough location, he drops in for a drink or a meal and tries to win over the proprietor.

"He knows that his business is judged by his personnel; that's why service men are always polite and pleasant and their garb is immaculate.

"He keeps a careful check on service men's receipts—gets rid of dishonest employees promptly.

"When a location wants to have a machine removed, Bill can re-sell him on service; Jack can only plead for another chance.

"The luxurious war days are over," Greene concluded, "Those days made us complacent; we took a lot for granted. Now is the time to take stock and readjust our way of doing business."

Jobbers Confer With FTC On Trade Practice Rules

WASHINGTON — Candy jobbers met with FTC officials here Sept. 19 to confer on a set of trade practice rules which had recently been sent to members of the trade. Chewing gum wholesalers and all members Silver-King Corp. has solved two major of the industry had been invited to the conference. The National Candy Wholesalers Assn. had led in framing the proposed trade practice rules.

Proposed rules will cover misrepresentation, "free" offers, misuse of trade-marks, breach of contract, selling below cost, false price quotations, and other well-known trade practice rules.

Following the conference, a new form of the rules will be made, based on suggestions at the conference. The new form will be sent to any member of the trade that wants them. Then a public hearing will be held before final rules are adopted and published as official.

Automatic Enterprises Now Delivering New Bar Vendor

LOS ANGELES—Automatic Enterprises, national sales agents for Star Venders, Inc., who manufacture the new *Star* single column bar vendor, report initial sales of over 2,000 in the Los Angeles area alone since delivery started in August.

Operators report complete satisfaction with the performance of the machine, which has been on location for over six weeks.

One of the outstanding features of the *Star* vendor is the unique method used in installation. Small mounting brackets are attached by the use of plastics to any building material—wood, tile, cement, steel or glass. The plastic is allowed to set for 24 hours and then the machine is mounted to the brackets. Brackets may be removed at any time by use of a solvent without marring the surface to which they were attached.

New Low-Priced Hot Nut Vendor by Silver-King

CHICAGO—According to H. F. Burt, bottlenecks in marketing hot nut machines: the high price of the machine and lack of a satisfactory heating unit.

"Price has not only been greatly reduced," Burt said, "but our machine is equipped with a new type low-voltage plate heater which warms the nuts to a crisp goodness. A small bulb set in the red glass attracts the attention of the customers."

Dispensing portions are adjustable for various types of nuts.

$54,000,000 Hershey Sales In First Half of 1947

PHILADELPHIA — Hershey Chocolate Corp., in reporting its earnings for the first half of 1947, also started for the first time to give the total volume of its sales. Many firms in the candy and gum field continue to issue reports on earnings but do not give amount of total sales.

The sales volume for Hershey on all its products for the first half amounted to $54,000,000 in round numbers. With increased sugar supply it expects to make some gains during the rest of 1947.

The firm has set up a reserve "for future inventory price decline," said to cover cocoa beans with a present market price of about 30 cents, compared with eight cents in 1946. The firm also paid an extra dividend of $1 per common share on August 15, reflecting its new volume of business.

All Hershey plants are running practically at capacity but allocations must still be made on some of its products.

Expand
WITH NEW MACHINES

BARGAIN MART

10c PER WORD, MINIMUM $2.00

No General Delivery ads accepted. Send copy, with remittance, to COIN MACHINE REVIEW, 1115 Venice Blvd., Los Angeles 15, Calif.

COIN COUNTERS AND WRAPPERS

Tubular 1c, 5c, 10c and 25c guaranteed heavy paper, 75c thousand. Accurate Penny Coin Counters, heavy aluminum, $1.50. Belt Pocket, 2 for 50c postpaid. Collection Books, 75c doz. HECHT NIELSEN, 1322 Congress Street, Chicago, Ill. (TF-C)

WANTED FOR CASH

Used Penny Scales—Mills, Watling, Pioneer, Kirk. No big dials. NICKABOB CO., 2525 West Pico Blvd., Los Angeles 6, Calif. (TF)

CIGARETTE AND CANDY VENDING

Machines. Will sell or buy any quantity, any make, model or size. Also any other equipment. Have full stock of U-Needa-Pack parts. MACK POSTEL, 6750 N. Ashland Ave., Chicago, Ill. (FMA-P)

FOR SALE

ROLLDOWNS — Largest stock in Michigan. Immediate delivery out of stock at substantially reduced prices on *new* Premier Bowlo, Sportsman Roll, One World. KING-PIN EQUIPMENT COMPANY, 826 Mills Street, Kalamazoo, Michigan. (ASO-C)

BUBBLE BALL GUM

5/8 inch, 140 to pound, 45c pound in 500-pound quantities, 50c pound in quantities of 25 pounds or more. 1/3 deposit. BECKER VENDING SERVICE, 105-4 Dewey, Brillion, Wis. (TF)

ARCADE OF NINETY MACHINES

Includes six Pokerinos and about one hundred Cards. All for two thousand dollars. CHET NOWAK, 78 Littlefield, Buffalo, N. Y. (ASO-P)

25% TO 40% DISCOUNT

Thirty Consoles. Request list. Want Wurlitzer 616 Star-Wheel, Rock-Ola Counter Models. COLEMAN NOVELTY, Rockford, Ill. (ASO-P)

NEW AND PRECISION REBUILT

LoBoy 1c Weighing Scales, 1c Ticket Weighing Scales, 5c Selective Candy Bar Vending Machines, 1c ball gum, stick gum, and nut vendors. Write for free price list! ADAIR COMPANY, 6928 Roosevelt Road, Oak Park, Illinois. (SOND-P)

SPECIAL

One reconditioned Peanut Vendor and 5 lbs. of Peanuts all for $8.50, or one reconditioned Ball Gum Machine and 1000 Balls of Gum for $10.00. One-third deposit, balance C.O.D. T. O. THOMAS COMPANY, Dept. C., 1572 Jefferson St., Paducah, Ky. (SON-P)

VOICE-O-GRAPHS, REPOSSESSED

These machines have been in operation between three and six months. Mechanism and appearance is the same as new. The location where the machines were operating did not have the traffic to make them pay is the reason we had to repossess them. These originally sold for $1495.00. To recover part of our loss will sell for $850.00 cash, F.O.B. Dallas. WALBOX SALES COMPANY, 1503 Young Street, Dallas, Texas. (O-P)

BE INDEPENDENT

Own a route of Latex Vending Machines. Large returns for small investment. We have Latex for any type Prophylactic vending machine. Write for prices, information. FOWLER DISTRIBUTING CO., 3030 Crooks Road, Pontiac 6, Michigan. (OND-P)

WANTED AT ONCE

I will pay top cash prices for Phonographs (all makes); Wall Boxes; Consoles; Slots; One Balls; 5 Balls and Music Units. Send your list. I will buy any quantity, on or off location. BOX 680, Coin Machine Review, 1115 Venice Blvd., Los Angeles 15, Calif. (TF-C)

SCALES WANTED

Cash paid for all types of coin-operated scales. R. STARK, 1012 West 43rd St., Los Angeles 37, Calif. (TF-C)

AGENTS WANTED

Decalcomania Transfers now offered in small quantities. Quick delivery. An attractive name plate on your product is the best advertisement. Sideline salesmen wanted. Also, make money with our line of Automobile Initials and Sign Letters. Free samples. "RALCO" X-L, Boston 19, Mass. (TF-C)

FOR SALE

Victory, Gun Club, Spot Pool, $40.00; High Hand, $80.00; Keeney's Super 5c, $95.00; Mills 5c Bonus, $125.00. RYAN'S, Newport, R. I. (OND-P)

BALL BUBBLE GUM

All sizes, best quality, lowest prices. Freight paid to your door. Write for latest price list. Ball Gum, Merchandise, also Counter Games sold on weekly payment plan. Write for terms on machines interested in. ROY TORR, Box D, Lansdowne, Pa. (O-P)

FOR SALE

16 brand new "Masco" Liquid Dispensers, $12.00 each; 9 slightly used "Masco" Dispensers, $9.50 each. Vends liquid hand lotion, hair oil, soap, etc., one cent operation. GEO. O. NELSON, 1279 Long's Peak Ave., Longmont, Colo. (O-P)

A-1 CONDITION

Two Wurlitzer Counter Models 61, ea. $69.50; both $135.00. 1/3 deposit. BOX 1189, Aransas Pass, Texas. (O-P)

REYNOLDS PENS

$4.32 dozen. Mystery Drinking Birds, $7.20 dozen. Cedar Chests, Chocolates, Push Cards, Salesboards, etc. DeLUXE SALES, Dept. C, DeLuxe Bldg., Blue Earth, Minn. (O-C)

WANTED

Erie Hand Operated Diggers. Will buy them in any condition or any quantity. Write: J. W. LANDI, 323 Sanford Rd., Upper Darby, Pa. (O-P)

FOR SALE

Trade coupons for Ball Gum Winners, 35c 1000. A. B. T. Guns, $25.00. Hanson Penny Weighing Scale and Case, $12.50. AL HOFF, 1920 Rose, Baltimore 13, Md. (O-P)

TOP QUALITY

5/8 inch Bubble Ball gum, 140 count, 40c pound 100 pound lots, 45c small quantities, also 170, 210 count same prices. Remit in full and we pay freight anywhere. AUTOMATIC SALES, 440 Park, Beaumont, Texas. (O-P)

Tax Plan Dropped

NEW YORK—City officials recently advised members of the tobacco trade here that the local tax levy on cigars, recently reported as a probability in the press, will not be passed. The idea has been dismissed entirely, city officials said.

At the same time, city officials said the idea of putting a city tax on vending machines was also dropped. Newspapers had recently reported that such a tax was being considered.

A new state law permits cities to collect a special tax of 50 cents a month on vending machines, but city officials said it would be too expensive to collect so small a fee.

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COIN MACHINE REVIEW 111 FOR OCTOBER 1947

Announcement

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